

Dynamic **Full Stack Software Engineer** specializing in **JavaScript, React, TypeScript, Node.js**, and **MySQL**. I have a year of hands-on experience in the industry. I am proficient in developing dynamic, mobile-friendly web applications creatively and efficiently, with a sharp focus on user experience. My background in digital marketing and analytics provides me with a unique edge enabling me to approach technical challenges with a deep understanding of user needs and business objectives. **Seeking Full Stack Software Engineering Role.**

Currently enrolled in Expedia Mentorship programs - Lasantha Kularatne (Principal Software Development Engineer, Austin) and Jamie Williamson (Senior Manager, Software Development Engineering, London). References available upon request.

Work Experience

Software Development Engineer	Expedia	Jan 2024–Present
<ul style="list-style-type: none">Collaborating with a team of eight developers and a tech lead, I actively engage with user stories to implement assigned tasks, build features and improve code quality. My focus is on enhancing the user experience for travelers.Collaborate with cross-functional teams to develop dynamic, responsive, and robust systems using JavaScript, TypeScript, React, and Redux. These systems are seamlessly integrated with backend databases like MySQL and deployed within Docker containers for enhanced scalability and efficiency.<u>Achievements</u>: 1) Increased conversion rates by 15% for users interacting with no-results banners, resulting in an annualized revenue increase of \$1.65M, 2) Significantly reduced bounce rates by 20% from the search results page, demonstrating improved engagement and user retention.Perform comprehensive quality assurance, which includes static, component, integration, and end-to-end testing.<u>Achievements</u>: 100% visual test coverage in front-end bug fixes using Cypress & Jest used for static testing.Actively participate in code review sessions to ensure adherence to best practices and maintain high code quality.Project AdCaFe: Contributed to the development and testing of an in-house social media marketing tool designed to enhance the effectiveness of Paid Social Marketing Teams. Key Features: 1) Automated Bidding, 2) Algorithm-Based Optimization, 3) Feed Management and creative editing. Resulting in cost savings of \$2 million annually.		

Projects

Personal Portfolio		Live Demo GitHub: FrontEnd
BLIMP (React, Redux, Node: Express & MySQL)	Live Demo (Currently finalizing) GitHub: FrontEnd GitHub: Backend	
<ul style="list-style-type: none">Project connecting clients with self-employed healthcare professionals. A mobile-friendly Single-Page Application featuring user authentication (token-based for secure user access), profile creation, messaging capabilities, appointment booking functionalities, profile search & favoriting and seamless integration with backend systems. Over 50+ users. Unit Testing: ESLint, Vitest, and Jest for code quality assurance.		

Education and Certifications

• AWS Associate Certification (currently completing).	2024–2024
• Full Stack Software Engineering Bootcamp , The Jump Digital School, London, UK.	2023–2024
• <i>OOP, DSA, JavaScript/React, JS libraries, Command line, Git, Testing, Servers, Databases, Authentication, DevOps</i>	
• 6.00.1x: Introduction to Computer Science & Programming Using Python , MIT.	2023–2023
• CS50: Introduction to Computer Science , Harvard University.	2023–2023
• BrainStation Web Development Course , Vancouver, Canada.	2022–2022
• B.Sc. Business (1st Class Honours) , Oxford Brookes University, Oxford, UK.	2011–2015

Technologies and Languages

- **Languages:** JavaScript, TypeScript, Python, C++, CSS/HTML, GraphQL.
- **Frameworks & Libraries:** React.js, Node.js: Vanilla & Express, Next.js, Redux, MobX.
- **Databases:** SQL - MySQL, NoSQL - MongoDB with Mongoose.js, Redis.
- **Tools:** Jest, Cypress, Splunk, Datadog, VSCode, Firebase, Git, GitHub, Debugging, Figma, Graphing (d3.js) & Realtime (websockets and socket.io), OAuth/JWT.
- **DevOps:** Docker & Kubernetes, serverless (inc. Netlify), AWS.

Other Professional Work Experience

Performance Marketing Manager **Expedia** | London, UK **Jan 2023–Present**

- Managed global marketing campaigns for VRBO, Expedia & Hotels.com, employing advanced SQL skills to analyze campaign performance and optimize budget allocation across brands, regions, and tactics.
- Led end-to-end project management, including planning, implementation, and documentation of Optimization Testing Roadmap (including A/B Testing, and landing page optimization). Building dashboards integrating multiple data sources to drive informed decision-making and uncover deeper insights for cross-functional teams.
- Key Achievements: Delivered **\$50M+** annual ad spend whilst consistently achieving programs **100% iROAS goals**.

Senior Performance Marketing Manager **Precision Nutrition** | Vancouver, Canada **May 2021–Jan2023**

- Reporting to Chief Marketing Officer, responsible for leading entire growth marketing strategy.
- Key Achievements: Improved ROAS +161% YoY. Drove \$55M+ revenue per annum through paid media (80% of company revenue).

Digital Marketing Manager **Thrive Digital - Agency** | Vancouver, Canada **Oct 2018–May 2021**

- Performance, People & Project manager (promoted twice). Owning end-to-end digital marketing strategy for a range of clients (including Uber, ActiveCampaign, Asana). Led and managed a high-performing team of 4.
- Key Achievements: Executed Paid Media Strategy for key B2B SaaS Client ActiveCampaign spending \$10M+ per year. Results: +140% increase in Free Trial Signups & +130% increase in Paid Subscriptions YoY.

Performance Marketing Executive **Ticketmaster** | London, UK **Jan 2018–Oct 2018**

- Develop and execute performance marketing strategies to drive e-commerce growth & user acquisition.
- Key Achievements: Automated ad creation platform for artist launches reducing ad production time input by -75%.

Interests

- E-commerce Websites: Designed and built revenue generating Shopify websites as side projects.
- Avid outdoor adventurer with a passion for ski touring, road/mountain biking and backcountry hiking. I enjoy playing the guitar, landscape photography and traveling.