

With a background rooted in digital marketing and analytics, I bring a wealth of experience navigating the intersection of technology and consumer engagement. Having honed my skills in roles blending strategic marketing initiatives with data-driven insights, I've developed a keen understanding of user behavior and market dynamics. Now, fueled by a passion for technology and innovation, I'm eager to transition into the software engineering realm to play a hands-on role in shaping the digital landscape at Expedia. Proficient in JavaScript/React/TypeScript, I'm excited to leverage my diverse background to drive impactful solutions and contribute to cutting-edge projects in the tech industry. Seeking a Software Development Engineering I role.

Currently enrolled on Expedia Mentorship programs with Lasantha Kularatne (Principal Software Development Engineer, Austin) and Jamie Williamson (Senior Manager, Software Development Engineering, London). Current manager Liz Clarke (Senior Director), Joe Adolph (Seattle). References available upon request.

Work Experience

Software Development Engineer Gig	Expedia	Jan 2024–Present
Pathfinders	London, UK	
<ul style="list-style-type: none">Working closely with developers and a tech lead, I actively engage with Jira tickets (implementing assigned tasks and features according to project requirements), resolve bugs, and refactor projects.Perform comprehensive quality assurance, encompassing static, component, integration, and end-to-end testing.Collaborate with cross-functional teams to architect dynamic, responsive, and robust systems utilizing JavaScript, TypeScript, React, and MobX.Actively participate in code review sessions, ensure adherence to best practices and maintain high code quality.Contribute to the establishment, upkeep, and enhancement of automated testing frameworks across our distributed service stack using Splunk/Datadog/Jest.Proficient understanding of Shared-UI, a fundamental component within the Experience Architecture design system (EGDS). Exposure to EG Architecture and how the Experience API layers fits into the EG stack.		

Education and Certifications

Full Stack Software Engineering Bootcamp, The Jump, London, UK.	2023–2024
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 (GPA 4), Oxford Brookes University, Oxford, UK.	2011–2015

Technologies and Languages

<ul style="list-style-type: none">Languages: JavaScript, TypeScript, CSS/HTML, Python, C++.HTML5: Semantic markup for accessibility and SEO.CSS 3: Responsive design, Flexbox & CSS Grid, pre-processors and CSS frameworks.JavaScript: ES6+, AJAX & API's - REST and GraphQL, Animation (Greensock & Three.js).Frameworks/Libraries: React, Redux, MobX.Graphing (d3.js) & Realtime (websockets and socket.io), OAuth, NextJS.Testing: TypeScript, Cypress, Jest.Node.js: Vanilla & Express.Databases: SQL - MySQL, NoSQL - MongoDB with Mongoose.js, Redis, Firebase, GraphQL.DevOps: Docker & Kubernetes, serverless (inc. Netlify), AWS.	
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Projects

- **Expedia - 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.
- **Blimp** is a personal project aimed at connecting clients with self-employed healthcare professionals. This mobile-friendly Single Page Application is being built using React.js and Redux, featuring user authentication, profile creation, messaging capabilities, appointment booking functionalities, and seamless integration with backend systems. I am currently finalizing this project as I finish my bootcamp and will provide a link to it once complete.

Other Professional Work Experience

Performance Marketing Manager Growth Marketing & Analytics	Expedia London, UK	Jan 2023–Present
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- Managed global marketing campaigns for VRBO, BEX & HCOM, employing advanced SQL skills to analyze campaign performance and optimize budget allocation across brands, regions, and tactics. Delivered \$50M+ annual ad spend whilst increasing ROAS (Return On Ad Spend) +422% YoY.
- Led end-to-end project management, including planning, implementation, and documentation of campaign tests (including A/B Testing, landing page optimization). Building dashboards integrating multiple data sources to drive informed decision-making and uncover deeper insights for cross-functional teams.

Senior Performance Marketing Manager Growth Marketing	Precision Nutrition Vancouver, Canada	May 2021–Jan2023
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- Improved ROAS +161% YoY. Drove \$55M+ revenue per annum through paid media (80% of company revenue).
- Built powerful marketing funnel to drive new user acquisition in B2B & B2C channels, to educate and convert across multi-channel touch points globally and share consistent brand story.

Digital Marketing Manager	Thrive Digital Vancouver, Canada	Oct 2018–May 2021
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- Performance, People & Project manager. Owning end to end digital marketing strategy for a range of clients (including Uber, ActiveCampaign, Asana).
- Responsible for development and growth of team of 4 via check-ins, 1:1s and goal setting exercises.

Performance Marketing Executive	Ticketmaster London, UK	Jan 2018–Oct 2018
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- Develop and execute performance marketing strategies to drive e-commerce growth, user acquisition, lead generation, and brand visibility.

Interests

- Ecommerce 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.