

Dynamic Full-Stack Software Engineer with a background rooted in digital marketing and analytics, I bring a wealth of experience navigating the intersection of technology and consumer engagement. This background gives me a unique edge in software engineering, as it allows me to approach technical challenges with a deep understanding of user needs and business objectives. Passionate about leveraging technology to drive business growth and enhance user experiences, I am eager to apply my blend of technical and data-driven expertise to a Full Stack Software Engineering 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"><li>Working closely with developers and a tech lead, I actively engage with Jira tickets (implementing assigned tasks and building features according to project requirements), resolve bugs, and refactor projects.</li><li>Perform comprehensive quality assurance, encompassing static, component, integration, and end-to-end testing.</li><li>Collaborate with cross-functional teams to architect dynamic, responsive, and robust systems utilizing JavaScript, TypeScript, React, and Redux with integration with backend databases like MySQL.</li><li>Actively participate in code review sessions, ensure adherence to best practices and maintain high code quality.</li><li>Design and develop automated testing frameworks across distributed service stack using Splunk/Datadog/Jest.</li><li>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.</li></ul>		

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"><li>Languages: JavaScript, TypeScript, CSS/HTML, Python, C++.</li><li>Node.js: Vanilla &amp; Express.</li><li>HTML5: Semantic markup for accessibility and SEO.</li><li>CSS 3: Responsive design, Flexbox &amp; CSS Grid, pre-processors and CSS frameworks.</li><li>JavaScript: ES6+, AJAX &amp; API's - REST and GraphQL, Animation (Greensock &amp; Three.js).</li><li>Frameworks/Libraries: React, Redux, MobX.</li><li>Graphing (d3.js) &amp; Realtime (websockets and socket.io), OAuth, NextJS.</li><li>Testing: TypeScript, Cypress, Jest.</li><li>Databases: SQL - MySQL, NoSQL - MongoDB with Mongoose.js, Redis, Firebase, GraphQL.</li><li>DevOps: Docker &amp; Kubernetes, serverless (inc. Netlify), AWS.</li></ul>	
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## Projects

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- **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.
- **Personal Portfolio.** Link [here: https://ewan-stott-portfolio.netlify.app](https://ewan-stott-portfolio.netlify.app)

## Other Professional Work Experience

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<b>Performance Marketing Manager</b> Growth Marketing & Analytics	<b>Expedia</b> London, UK	<b>Jan 2023–Present</b>
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- 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, 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 programmes **100% iROAS goals**.

<b>Senior Performance Marketing Manager</b> Growth Marketing	<b>Precision Nutrition</b> Vancouver, Canada	<b>May 2021–Jan2023</b>
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- Reporting to Chief Marketing Officer, responsible for leading growth marketing strategy.
- Key Achievements: Improved ROAS +161% YoY. Drove \$55M+ revenue per annum through paid media (80% of company revenue).

<b>Digital Marketing Manager</b>	<b>Thrive Digital</b> Vancouver, Canada	<b>Oct 2018–May 2021</b>
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- Performance, People & Project manager (promoted twice). Owning end to end digital marketing strategy for a range of clients (including Uber, ActiveCampaign, Asana). Lead 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 through:

<b>Performance Marketing Executive</b>	<b>Ticketmaster</b> London, UK	<b>Jan 2018–Oct 2018</b>
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- 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

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- 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.