Ewan Stott

Software Engineer (JavaScript, React, Node, TypeScript, MySQL)

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[LinkedIn](#)

Vancouver, Canada

Developer Portfolio: https://ewan-stott-portfolio.netlify.app/

GitHub: https://github.com/ewanstott

I combine hands-on commercial experience in developing dynamic, performant, mobile-friendly web applications, with a background in digital marketing and analytics that delivers tangible financial results.

Work Experience

Software Development Engineer, Expedia | London, UK   **Jan 2024–Present**

Responsibilities:

- Collaborating 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**.
- 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 to enhance travellers' user experience.
- Actively participate in code review sessions to ensure adherence to best practices and maintain high code quality.

Key Achievements:

- **Increased annualized revenue of $1.65M** through a **15% increase in conversion rates** via no-results banners.
- Significantly **reduced bounce rates by 20%**.
- **100% visual test coverage** in front-end bug fixes using Cypress & Jest used for static testing.

Projects

Personal Portfolio   Live Demo | GitHub: FrontEnd
BLIMP (React, Redux, Node: Express & MySQL)   blimp-health.com | GitHub: FrontEnd | GitHub: Backend

- 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**
- **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.

Previous Professional Experience

Performance Marketing Manager, <u>Expedia</u> | London, UK   **Jan 2023–Present**

Responsibilities:
- 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).

Key Achievements:
- Delivered **$50M+** annual ad spend whilst consistently achieving **100% iROAS goals**. **Built bidding tool** using **Javascript** and **Facebook API** to automate manual bidding process **saving -75% time** per week.
- **Project AdCaFe:** Worked closely with Engineering and Product teams to develop an in-house social media marketing tool designed to replace use of SMARTLY and 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.**

Senior Performance Marketing Manager, <u>Precision Nutrition</u> **|** Vancouver, Canada   **May 2021–Jan2023**
- Responsible for leading the entire growth marketing strategy. Improved **ROAS +161%** YoY, driving **$55M+** revenue per annum through paid media (80% of company revenue).

Digital Marketing Manager, <u>Thrive Digital - Agency</u> | Vancouver, Canada   **Oct 2018–May 2021**
- Delivered End-to-end digital marketing strategies for a range of clients (including Uber, ActiveCampaign, Asana). Led & managed high-performing team to deliver **+140% increase in Free Trial Signups & +130% increase in Paid Subscriptions** YoY for ActiveCampaign. Promoted twice.

Performance Marketing Executive, <u>Ticketmaster</u> **|** London, UK   **Jan 2018–Oct 2018**
- Developed and executed marketing strategies to drive e-commerce growth & user acquisition. 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 adventurist with a passion for ski touring, road/mountain biking and backcountry hiking. I enjoy playing the guitar, landscape photography and traveling.

Additional Information

- I have the right to work in Canada as a permanent resident.
- Immediately available for interview.
- 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.