

# Ewan Stott

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

+447552 454084

[ewan.stott1@gmail.com](mailto:ewan.stott1@gmail.com)

[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

[BLIMP \(React, Redux, Node: Express & MySQL\)](#)

[blimp-health.com](https://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

- |  |                  |
|--|------------------|
| - <b>AWS Associate Certification</b> (currently completing).                             | <b>2024–2024</b> |
| - <b>Full Stack Software Engineering Bootcamp</b> , The Jump Digital School, London, UK. | <b>2023–2024</b> |
| - <b>6.00.1x: Introduction to Computer Science &amp; Programming Using Python</b> , MIT. | <b>2023–2023</b> |
| - <b>CS50: Introduction to Computer Science</b> , Harvard University.                    | <b>2023–2023</b> |
| - <b>BrainStation Web Development Course</b> , Vancouver, Canada.                        | <b>2022–2022</b> |
| - <b>B.Sc. Business (1st Class Honours)</b> , Oxford Brookes University, Oxford, UK.     | <b>2011–2015</b> |

## 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, Expedia | 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, Precision Nutrition | 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, Thrive Digital - Agency | 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, Ticketmaster | 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 adventurer 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.