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| Bradley  **archer**  **Nottingham** |  |  | Senior web developer @paulsmith [https://itsbreadd.github.io/archer-website](My%20Website)  +447375453598  [Bradarcher15@gmail.com](mailto:Bradarcher15@gmail.com)  [/in/bradarche](https://www.linkedin.com/in/bradarch/) |
| About me Senior Web Developer with a strong track record of delivering high-quality, scalable web solutions in a fast-paced, ever-evolving ecommerce environment. Adept at adapting to new technologies, optimizing performance, and leading development efforts to create seamless user experiences. Passionate about problem-solving, clean maintainable code, and staying ahead of industry trends. |  |  | Projects **Centra**  A complete ecommerce platform shift from Magento 2 -> Centra. I was mainly responsible for our Laravel based middleware; refactoring key business logic and interacting with Centra through GraphQL & REST. Solely responsible for product creation/updates (ECOM & B2B), developing mapping logic, customer import/export, ERP to Centra data channels, etc.  **Antavo**  Responsible for the backend development and planning of Paul Smiths loyalty project. Leading meetings, making key decisions on architecture design. Implementation of Azure Logic Apps & functions over in-house middleware to promote scalability, reliability, and performance. Event driven webhook based data flows including flow diagrams & planning (Miro).  **Klevu (Search & Merch)**  Replacement of Nosto. Solely responsible for implementation and management of Klevu (soon to be Athos Commerce). Developing and maintaining an event-driven custom catalog sync through XML, Rest API’s & Webhooks. Optimising and improving frontend & backend performance where necessary. Moved the catalog to run solely through Klevu storefront API’s reducing cost on serverless function usage. Personal favourite third party implementation.  **Google Tag Manager & Cookie Consent** Solely responsible for the implementation of tag manager (GTM), server-side tag manager (SGTM) cookie consent/management (User Centrics, Cookie Script, Etc), including all tracking code in Vue during Magento 2, Headless, and Centra. Many third-party tracking implementations, Facebook Conversion API, Pinterest Conversion API, Klaviyo, GA4, Rakuten & more. |
| experience:Senior Web Developer, Paul Smith*June 2023 – Current*Web Developer, Paul Smith*Feb 2022 – June 2023*Junior Web Developer, Paul Smith *July 2019 – Feb 2022* |
| educationDe Montfort University Leicester *2018 - 2019*  Bachelor of Science, Computing (Hons) New College Nottingham *2016 - 2018*  Pearson Higher National HND Computing  **Confetti Institute of Creative Technologies**  *2014 - 2016*  BTEC 90 Credit Extended Diploma,  Games Development & Design |
| Skills **PHP**, MySQL, **API** **Development**, Laravel, **Google** **Tag** **Manager**, Magento 2, **Azure** **Functions**, GraphQL, **Javascript**, Tailwind, **REST** **API’s**, Vue3, **Git** |