

# JACK CRAWFORD

## FULL STACK DEVELOPER

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### Contact

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Portfolio: [jackcrawford.co.nz](https://jackcrawford.co.nz)

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### PROFILE

As someone who has thrived in dynamic sales roles, I've learnt the importance of customer-centric strategies and the power of effective communication. Now, channelling these skills into software development, I've equipped myself with strong skills in React, TypeScript, Express.js, and more. I'm fascinated by how technology can solve complex problems and am committed to crafting code that's not only functional but also improves user experience.

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### SKILLS

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|-----------------------|-----------------------|---------------------|
| • React               | • JWTs and OAuth2     | • API Configuration |
| • JavaScript          | • SQLite3 and Knex.js | • Express JS        |
| • TypeScript          | • Git/ GitHub         | • HTML / CSS        |
| • Agile Methodologies | • Communication       | • Leadership        |
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### EXPERIENCE

#### **Student, Dev Academy; Wellington, NZ** **Jan 2024 - May 2024**

- Completed 700+ hours of coding in JavaScript, TypeScript, React, Git, GitHub, REST APIs, SQL, and more.
- Engaged in an intensive, full-stack web development training program emphasising empathy, agile methodologies, and rapid technology adoption.

#### **Account Manager, Trade Me; Wellington, NZ** **Oct 2020 - Dec 2023**

- Managed advertising and recruitment strategies for high-profile businesses, enhancing client engagement and outcomes.
- Worked with Trade Me Analytics, Product and Engineering teams on various projects, including collaborating on the integration of the new Trade Me Jobs API with external partners, improving service efficiency and reach.
- Represented Trade Me at industry events, providing insights that shaped business and industry strategies.

**Career Break**  
**Feb 2020 - Sep 2020**

- Relocated to New Zealand from abroad to spend time with and support family.
- Worked casually in landscaping roles part-time

**Account Manager, Lead Chat; Melbourne, AUS**  
**Nov 2016 - Jan 2020**

- Effectively managed client needs across multiple time zones including the US, UK and UAE.
- Ensured service delivery met client expectations and worked with client to optimise quality of leads.
- Met new business targets through successful prospecting, pipeline management sales cycle management.

**Digital Sales Manager, Smudge; Melbourne, AUS**  
**Jun 2016 - Dec 2016**

- Introduced Display advertising as a new product to complement the existing print business.
- Partnered with iconic Australian brands for digital and print advertising to grow sales.
- Engaged SEO specialists to boost site traffic.

**Key Accounts Manager, Zomato; Melbourne, AUS**  
**Jan 2015 - Jun 2016**

- Start-up environment where as first sales hire in Australia, exceed sales targets while recruiting, training and mentoring sales team.
- Planned and implemented on-site marketing events for clients.
- Managed Key Accounts.

**Account Manager, NewsCorp; Melbourne, AUS**  
**Jan 2015 - Jun 2016**

- Sold print and display advertising across multiple print and digital mastheads.
- Reacquired lapsed clients with high win back rate.

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**EDUCATION**

NZQA Level 6 Certificate in Applied Software Development  
*January 2024 - May 2024*

**REFERENCES**

Available on request.

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