

# Jordan Dooley

## SOFTWARE ENGINEER

### EXPERIENCE

#### Founder/CEO | Vearthy.com

JAN 2021 - PRESENT, Orillia, ON

- Launched and oversaw Vearthy.com, an eco-conscious e-commerce platform offering premium everyday essentials.
- Led website design and implemented automation strategies to enhance user experience and operational efficiency.
- Applied social media growth strategies to increase Vearthy.com's social media presence by 37% in the past 12 months.
- Increased sales by 55.7% in 2022 by getting into more physical stores and enhancing online store presence via advertising.

#### Park Ranger | BC Parks

APR 2018 - DEC 2022, Sechelt / Squamish / Pemberton, BC

- Successfully managed and supervised the maintenance and operations of 18+ provincial parks and ecological reserves.
- Managed personal and volunteer work schedules to be able to effectively complete 20-30 seasonal work projects per year.
- Acted as a liaison between BC Parks and diverse stakeholders, building strong collaborative relationships within the community and tackling problems seen from a third party view.
- Collected and analyzed park data via infrastructural, environmental and ecological surveys, to assess conditions and help develop the Annual Park Management Plan and District Annual Operating Plan.

#### Kayak Guide | Fairmont Hot Springs

MAY 2017 - OCT 2017, Fairmont Hot Springs, BC

- Ensured guests always felt comfortable and safe in dangerous conditions, resulting in amazing experiences and leaving lasting impressions for guests.
- Effectively managed groups of 2-15 guests at a time in varying and changing conditions.

### PROJECTS

#### Team Lead | 24h Industry Project - [Application](#) - [Presentation](#)

NOV 2023, BrainStation / Hackathon Team Project

- Led a team of 3 software engineers and collaborated with a UX team to create an engaging quiz application, that addresses the challenge of content discovery on streaming services. This problem space was presented by [Roku](#), and needed to be completed in 24h. By effectively communicating with my SE team and UX team, we successfully created our application and our solution received very positive feedback.

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[www.github.com/jaydools](https://www.github.com/jaydools)

### SKILLS

HTML, CSS, Javascript, Sass, React, Node.js, MySQL, Github, VSCode, Google Chrome Devtools, Postman, Jira, Shopify, Adobe Lightroom, Adobe Photoshop, Google Analytics, Google Ads Manager, Microsoft Word, Excel, Outlook

### PROFILE

I have been interested in computers ever since I had a 90's hot wheels desktop, but it wasn't until I developed my ecommerce store that I realized how much I enjoy web design and the complexities of coding.

Applying applications to processes to make them more efficient is very satisfying to me and designing beautiful websites can be more fun than work.

I want to design things that look beautiful, are easy to use and elevate current designs to help drive results.

### EDUCATION

#### BrainStation | Diploma, Software Engineering

SEPT 2023- DEC 2023

#### College of the Rockies | Certificate, Adventure Tourism & Business Operations

SEPT 2015 - APR 2016

#### Georgian College | Diploma, Police Foundations

SEPT 2012 - APR 2014