

Jordan Dooley

SOFTWARE ENGINEER

EXPERIENCE

Founder/CEO | [Vearthy.com](https://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.

Sales Rep | [Couchiching Craft Brewing Co.](https://couchichingcraftbrewingco.com)

Aug 2024 - PRESENT, Orillia, ON

- **Doubled the number of licensees** from 25 to 51, with an additional 65 stores secured to begin ordering, by leveraging LinkedIn connections, making impactful follow-up calls, and building strong client relationships.
- Expanded LCBO presence from **54 to 61 locations**, driving product availability and increasing visibility across the region.

Teaching Assistant | [Brainstation](https://brainstation.ca)

Dec 2023 - June 2023, Remote Work

- Facilitated interactive learning sessions and provided hands-on assistance to more than 35 students, resulting in students deepening their fundamental concepts of full-stack development.
- Collaborated with other members of the Education Team across multiple platforms, to create and refine curriculum materials.
- Marked 10-15 website projects weekly, helping to refine students' code-writing abilities with detailed suggestions and feedback.

Park Ranger | [BC Parks](https://bc.parks.ca)

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.

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www.github.com/jaydools

www.idooley.dev

www.RezBuddy.ca

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 e-commerce 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