Joel Butcher

Full Stack PHP and JavaScript Developer

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EXPERIENCE

Adzooma, Nottingham, UK — *Full Stack Developer*

DEC 2021 - PRESENT

As a result of my work on the Adzooma Score project, this gave me a strong case to change my job title to "Full Stack Developer". However, currently in this role, the majority of my work has been PHP based as the team is in the process of migrating all critical Google Ads systems from a deprecated SDK version over to a new gRPC API. This work is ongoing and touches the majority of the underlying platform features. It has exposed areas where the platform needs stabilising, as well as areas that are lacking in test coverage and technical debt that can be removed.

Adzooma, Nottingham, UK — *Mid-Level PHP Developer*

MAR 2021 - DEC 2021

When I rejoined Adzooma, I quickly got back into development, this time eager to put my new frontend skills into.play. I help build sales retention pages, the newly design check page and helped build new components according to new branding specifications. A challenging project I remember was to revamp the onboarding experience through the use of a survey, hosted in Typeform. This survey on-boarding flow would help us to promote brand new feature: the "Adzooma Score" – essential a collection of smaller subset scores that provide an at-a-glance overview as to the health of your Adzooma account. This consisted of SEO performance, provided by a partnership with Hike SEO; website performance through the PageSpeed Insights API; and an average PPC Health, an internally calculated metric based on the performance of you individual Ads accounts. During this 3-month project, I was responsible for designing and building a host of new sub-systems, including the retrieval and storage of users' survey results from Typeform, and the backend system to retrieve PageSpeed Insights from Google.

TRS Ltd, Lincoln, UK— *Web Developer*

OCT 2020 - MAR 2021

At TRS, I was responsible for developing bespoke web solutions in Laravel and Blade PHP. This later expanded to Vue.JS and is the first role where I used converted a project from Bootstrap over to TaildwindCSS. A huge achievement here was using Vue and Laravel Echo to create a personalised chat platform for an exhibition site. The second iteration of which

SKILLS

PHP (Laravel, CodeIgniter

Git (GitHub, BitBucket)

JavaScript (React, Vue, Inertia Next.js)

CSS Frameworks- TailwindCSS, Bootstrap,

Docker (Laravel Sail,

Open Source

Socialstream:
https://github.com/joelbutcher/socialstream

Jetstream Team Transfer:
https://github.com/joelbutcher/jetstream-team-transfer

Laravel Facebook Graph:
https://github.com/joelbutcher/laravel-facebook-graph

Laravel GoogleAds:
https://github.com/joelbutcher/laravel-googleads

LANGUAGES

PHP, JavaScript, Python, Java, Swift, React Native (JS)

included migrating the Pusher implementation to a custom in-house web socket implementation using the popular Laravel Websockets OSS package and configuring Laravel Forge appropriately. At TRS I very quickly gained a lot of knowledge about Vue and Tailwind as well as increased experience solving complex UI problems with packages such as AlpineJS

UoL Student's Union, Lincoln, UK— *Web Developer*

MAR 2020 - OCT 2020

At ULSO, I was the lead developer on the Student Orders project, a mobile app built in React Native, with a Laravel API and React.JS web-app staff management system.

I built upon my skills and improved my knowledge of CI/CD processes, writing a custom DockerFile for the CircleCI pipeline, and the CI script for releasing new API code to AWS CodeDeploy, with custom notifications into Slack for successful & failed deployments, failed unit tests etc.

A big achievement for me at ULSU was the successful integration of Microsoft App Center into react Navite, allowing us to deploy bug fixes over the air with the click of a button, without having to wait for App Store approvals from Apple or Google Play.

Adzooma, Nottingham, UK— *Web Developer*

MAY 2018 - MAR 2020

Adzooma is an AdTech web platform aiming to help business improve their ROI with Google, Facebook and Microsoft Ads. Here I applied a lot of the Laravel knowledge I had gained in my spare time around my studies. My first job was to create a credit note system for the internal billing tools. At the time, we used Stripe as our billing gateway and had implemented a custom solution. I familiarised myself with the Stripe SDK, including Webhook notifications. Adzooma also taught me a lot about PPC, Social Media advertising structures and standards.

A big achievement for me here was implementing the initial code for the extensive reporting system, interacting with Google Ads, a MySQL database and large sets of customer reporting data.

EDUCATION

University of Lincoln, Lincoln, UK— Computer Science (*Bsc Hons)*

Sept 2015 - June 2018

Notable modules include:

- Maths for Computing
- Problem Solving
- Algorithms
- Object Oriented Programming

- Web Authoring
- Mobile Development
- Advanced Software Engineering

Socialstream — *Maintainer*

Socialstream is a third-party package for Laravel. It combines the convenience of Laravel Jetstream, with the simplicity of Laravel Socialite in one, installable package. View the blog post here: https://laravel.io/articles/socialstream-laravel-socialite-meets-jetstream

Laravel-Rollbar — *Contributor*

I contributed to this package to bring it up-to-date and support Laravel 9.x: https://github.com/rollbar/rollbar-php-laravel/pull/123

Laravel.io — *Contributor*

I updated the default avatar for Laravel.io uses to use a grayscale variant of the Laravel.io icon: https://github.com/laravelio/laravel.io/pull/759

Laravel Jetstream — *Contributor*

Notable contributions include:

- https://github.com/laravel/jetstream/pull/490
- https://github.com/laravel/jetstream/pull/547
- https://github.com/laravel/jetstream/pull/596
- https://github.com/laravel/jetstream/pull/881

Laravel Jetstream — *Contributor*

Notable contributions include:

- https://github.com/laravel/fortify/pull/162
- https://github.com/laravel/fortify/pull/338

Laravel Echo— *Contributor*

Notable contributions include:

- https://github.com/laravel/echo/pull/288