



LUKE MICO

Front End Web Developer

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ABOUT ME

I'm a curious and eager **web developer** keen to explore opportunities, develop my skill set and add value to organisations I work with. With a background in **digital, brand marketing, CRM, email marketing, CMS management, project management** and **social media** with brands including **David Jones, Moët et Chandon** and **Lacoste** I bring a wide range of skills that help me look at the 'big-picture' to solve coding problems.

I'm now following my passion for technology, digital and web development to make this a reality.

TECH SKILLS

JAVASCRIPT
ANGULAR | NODE JS
HTML5 | CSS3
REACT | REDUX
JQUERY | AJAX / API'S
TEST DRIVEN DEVELOPMENT
AGILE (SCRUM) | WATERFALL
CONTINUOUS INTEGRATION
GIT/GITHUB | BITBUCKET
EMAIL MARKETING | WORDPRESS
AMAZON WEB SERVICES
RUBY | RUBY ON RAILS
SALESFORCE | SAP | MARKETO

EDUCATION

WEB DEVELOPMENT - IMMERSIVE

General Assembly

March 2017 - June 2017

BACHELOR OF BUSINESS (International Marketing)

Charles Sturt University

2009-2013

BACHELOR OF DESIGN (Design & Textiles)

Whitehouse Institue of Design

2000-2002

EXPERIENCE

FRONT END WEB DEVELOPER

MullenLowe Profero/Sydney

May 2018 - present

My role is part of a front end development team that builds, maintain and support ongoing projects looking after the web-sites of one of the world's largest brands, I work closely with lead developers on issue resolution, cross browser compatibility, version control and accessibility, to deliver projects are of the highest quality and internal standards.

JUNIOR WEB DEVELOPER

Pretty Digital/Sydney

May 2017 - May 2018

In my first developer role, I developed my skills using HTML5, CSS3 & JavaScript to build websites, applications and email campaigns in an agency environment, integrating with Shopify, Wordpress, Umbraco and Adobe CMS platforms. As part of a developer team, I had exposure to version control using Git/ GitHub, test driven development and cross-browser compatibility as well as working with React, jQuery, AJAX, SASS and API's.

STUDENT - WEB DEVELOPMENT

General Assembly/LSydney

March - June 2017

Transitioning career paths, I undertook the Web Development Immersive program to build my skills as a web developer. I learnt languages like JavaScript, HTML, CSS, Ruby and frameworks including React, Angular, NodeJS and Ruby on Rails, along with libraries including jQuery, Ajax, Bootstrap, Backbone and Sass.

| E X P E R T I S E | | E X P E R I E N C E | |
|--|--|------------------------------------|---|
| WEB DEVELOPMENT CONTENT MANAGEMENT CLIENT RELATIONSHIP MANAGERMENT CUSTOMER LOYALTY/CRM STRATEGY DEVELOPMENT SOCIAL MEDIA | | MARKETING MANAGER | <i>Giorgio Armani Australia/Sydney</i> |
| | | <i>August 2016 - February 2017</i> | My role encompassed implementing marketing planning & strategy across customer loyalty, CRM, social media & email marketing for a leading luxury retail brand in the ANZ market. I led a team of 2 coordinators, using data to drive strategic decisions and deliver commercial gains across wholesale/retail channels. |
| | | MARKETING MANAGER | <i>David Jones Limited/Sydney</i> |
| | | <i>July 2013 - August 2016</i> | As a marketing lead for one of Australia's largest omni-channel department stores, I managed strategy and planning for integrated marketing campaigns for clothing, beauty and home including management and execution across digital, social & e-commerce supporting commercial initiatives using Salesforce, SAP and Google Analytics. This included leading a team of 3 marketing coordinators. The role involved working with external agency partners across digital, creative and production to deliver key projects. |
| | | | |
| P R O G R A M S | | I N T E R E S T S | |
| LEVEL UP - BUILD 11 <i>ThoughtWorks 2018</i> <i>Participant / Guest Blogger</i> <i>A series of classes, workshops and conferences for students who want to add to their classroom learning with real-world experience. Topics range from test-driven development, continuous delivery and pair programming to agile project management, business analysis and career development.</i> | | TECHNOLOGY | TRAVEL |
| | | GRAPHIC DESIGN | PHOTOGRAPHY |
| | | ROCK CLIMBING | PANDA'S |
| HEALTH HACK 2018 <i>Health Hack 2018</i> <i>Participant - an event that brings researchers, students and healthcare professionals together with other scientists, software developers, educators, engineers and designers to create innovative solutions to interesting problems.</i> | | R E F E R E N C E | |
| STUDENT MENTOR <i>General Assembly 2017-2018</i> <i>Volunteer - I've mentored students through the Web Development Immersive program, including course guidance, code reviews, debugging, and career development.</i> | | REFERENCES AVAILABLE ON REQUEST | |