







# Mark Lazarus

Web Developer / Junior Software Engineer

## CONTACT

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## EDUCATION

**BA (HONS) BROADCASTING**  
University of Leeds, 2006 - 2009

## SKILLS

### FRONTEND DEVELOPMENT

- **Languages:**  
HTML, CSS (SCSS / SASS),  
JavaScript, PHP, Liquid
- **Frameworks & Libraries:**  
ReactJS, jQuery, Vite
- **CSS Frameworks:**  
Bootstrap, Tailwind, Foundation
- **Focus Areas:**  
Accessibility, component  
reusability, performance

## PROFILE

I thrive in collaborative environments and value a strong, supportive team culture.

My interest in UX developed as I learned about accessibility challenges and the barriers that disabled users often face when navigating the web.

Originally trained in TV Production, I transitioned into digital design before moving into web development once I discovered my passion for problem-solving.

Since completing the Northcoders bootcamp, I've embraced more back-end and full-stack work, recently exploring Laravel, AJAX, and custom plugin development to expand my CMS and API skills.

While most of my experience has been with WordPress (including WooCommerce), I've begun working with Shopify to grow my e-commerce knowledge.

## EXPERIENCE

### WEB DEVELOPER

*OWN YOUR SPACE | BOLTON | NOVEMBER 2023 - PRESENT*

I develop and optimize client websites with a focus on SEO and PPC to drive ROI. I collaborate closely with the other internal teams to create bespoke websites, landing pages, and performance enhancements. My responsibilities include:

- Creating landing pages for PPC campaigns to optimize conversions.
- Implementing Google Ads and Tag Manager for tracking and analytics, helping clients measure success.
- Collaborating with the design and SEO teams to ensure websites meet client objectives and industry best practices.
- Regular client communication, ensuring project goals and timelines are met.
- Providing clear client-facing documentation and tutorial videos to help clients manage their websites post-launch.

### FRONT END WEB DEVELOPER

*VISIONS DESIGN | CHESHIRE | OCT 2022 - NOV 2023*

At Visions Design, I developed responsive and accessible WordPress websites, focusing on custom features and user-friendly CMS solutions. I worked closely with design teams to turn concepts into fully functional websites. I focused on:

- Translating Adobe XD and Figma designs into clean, well-structured code.
- Developing custom features with ACF for flexible, easy-to-manage solutions.
- Ensuring WCAG accessibility compliance and cross-device performance.
- Customizing CMS for ease of client use and updating.
- Conducting cross-browser testing to ensure consistent performance.

## BACKEND DEVELOPMENT

- **Languages & Frameworks:**  
PHP, Node.js, Express, Laravel
- **Databases & APIS:**  
SQL, SQLite, REST APIs

## PLATFORMS & TOOLS

- **CMS & E-Commerce:**  
WordPress (ACF & WooCommerce),  
Shopify (Liquid), EKM
- **Version Control & Dev Tools:**  
Git, Github, Bitbucket, Google  
Tag Manager, Google Ads
- **Testing & Development:**  
Jest, Test-Driven Development  
(TDD), Object-Oriented  
Programming (OOP)

## WORKFLOW & ENVIRONMENT

- **Design & Prototyping:**  
Adobe Photoshop, Adobe XD,  
Figma, GIMP
- **Productivity:**  
Google Workspace, Microsoft  
Office, Mac iWork, LibreOffice
- **Operating Systems:**  
macOS, Windows, Linux (Ubuntu)

## INTERESTS

Outside of work, I'm passionate about food and love experimenting with new recipes in the kitchen. My current favorite dish to make is lamb tagine.

## STUDENT - FULL STACK DEVELOPER / JUNIOR SOFTWARE ENGINEER

*NORTHCODERS | MANCHESTER | MAY 2022 - AUG 2022*

During my time at Northcoders, I completed an intensive bootcamp focused on full-stack development, working on both front-end and back-end technologies. I collaborated in team projects, applying best practices and developing real-world applications. Key achievements were:

- Building full-stack applications using JavaScript, ReactJS, Node.js, and Express.
- Designing and managing SQL databases, integrating them with front-end interfaces via REST APIs.
- Adopting Agile practices and using Git for version control in team projects.
- Participating in code reviews and sprint planning to enhance team communication and development efficiency.
- Applying Test-Driven Development (TDD) to ensure clean, maintainable code.

## 'PRO SUPPORT' WEB DEVELOPER

*CLICKY MEDIA | CHESTER | NOV 2019 - MAY 2022*

At Clicky Media, I specialized in maintaining and optimising responsive websites, focusing on performance, accessibility, and meeting client needs. I worked both on ongoing support and the development of new features. My core duties included:

- Optimizing websites to improve Core Web Vitals, enhance loading speed, and boost overall SEO performance for a smoother user experience.
- Using BEM (Block Element Modifier) methodology and Bootstrap for scalable and maintainable CSS architecture.
- Enhancing website functionality with JavaScript and jQuery, ensuring smooth user interactions and dynamic content.
- Troubleshooting issues to ensure cross-browser and device compatibility.
- Assisting clients with CMS management, providing guidance and support to ensure smooth website operation and maintenance post-launch.

## WEB DESIGNER / DEVELOPER

*JARILO DESIGN | BROMBOROUGH, WIRRAL | 2012 - 2019*

Starting as an intern, I rapidly developed my web development skills, picking up HTML, CSS, and JavaScript through hands-on experience. Over time, I built a strong foundation in front-end technologies, which allowed me to progress to a Senior Designer role within the eBay team. I was responsible for::

- Designing eBay storefronts and product listing templates, ensuring mobile responsiveness and a seamless user experience.
- Exploring eCommerce platforms like WooCommerce, Shopify, and EKM, gaining basic experience with website setups.
- Collaborating with cross-functional teams to deliver web projects on time and within budget.
- Mentoring and training apprentices, providing guidance on web development best practices and eCommerce platform management