

Shayne Martin

Senior Software Engineer with background in e-commerce and banking

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EXPERIENCE

Texas Beard Company — *Co-Founder, Software Engineer*

February 2014 - Present

Along with 3 partners, I helped found and grow Texas Beard Company — an e-commerce business specializing in beard care products. **In the first year, we sold \$500k+ and grew by 100% in 2015.**

Primary duties include:

- Assisting in marketing efforts and campaigns to grow revenue
- Creating landing pages or site maintenance as needed
- Automating our fulfillment process to reduce overhead by completely automating fulfillment for certain product lines

Spark Pay, Capital One — *Senior Software Engineer*

April 2012 - PRESENT

As a software engineer, I have worked on our Agency Services team as well as on our Product team. These roles have included working with our sales team to identify, scope, and quote the client's needs and working with the product owner to determine product direction respectively.

Notable projects include:

- Implementing our support/sales chat in the product free trial in order to boost conversion rates
- Automate domain registration and SSL purchasing to reduce support load and time required to launch a site
- Rebuilding our user onboarding process to improve the merchant's experience, increase conversions, and allow for faster iteration for future changes
- Currently prototyping and planning a ReactJS based rewrite of the admin's front end to improve the speed and performance of our merchant's primary interface to our product

Languages & Tools

HTML, CSS, Javascript, C#,
Ruby
React, Express, SASS, Rails,
jQuery, Bootstrap
MSSQL, PostgreSQL, Adobe
Suite, Visual Studio, tfs, git

Personal Projects

SPOS Api Client

A client for interacting with a spark pay online store account's rest api. Written in both [JS](#) and [Ruby](#)

Chelsea Henderson Portfolio

Portfolio for Chelsea Henderson, a local journalist. Built using Ruby/Rails and custom CMS. [Link](#)