Isaac Weymouth

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Business minded, multi-departmental collaborative developer

Experience

Emburse
Senior Web Developer
1/2021 – Present

- Managing entirety of marketing website including backend, frontend, CMS, and hosting
  - Supporting demand gen campaigns by creating highly visible landing pages **backed by $1MM+ ad spends**
  - Creating scalable CMS components, interactive pages, and marketing templates based on original designs as well as ordered deliverables from various design agencies
- Proposed & executed initiative to replace outdated monolith tech stack with Vercel, Next.js, and Sanity.io to resolve scalability and UX challenges: **reducing annual fixed costs by >25%**
  - Designed new architecture and **led a team of 3 engineers** to implement replacement repo, eliminating mass amounts of tech debt and iterating based on department workflow needs
- Ongoing **migration of 7 acquired product sites** into umbrella corporate site
- Implementing and supporting marketing technologies including Google Tag Manager, Analytics, Search Console, Marketo, HubSpot, Mutiny, Qualified, and Salesforce connectors via API's and embeds

Panolam Surface Systems
Software Engineer
5/2019 – 4/2020

- Designed full scale manufacturing product database, replacing handwritten audits
  - Remediated data on **>2,000 products** from 1 large spreadsheet
  - Created normalized database: 18 tables/countless views to house new data
  - Multi-user, self-updating, GUI released to production, with iterative improvements
- Analyzed production chain and created stand-alone & integrated desktop apps to boost operator efficiency based on feedback, including tools for:
  - Barcoding job details into PDFs, crawling internal network for related product info, assembly instructions via document parsing, etc.
- Created supporting visual, written, and video guides

Shads Advertising
Web Store Manager
10/2015 – 10/2018

- Implemented new web store program
  - **Developed 8 web stores** for client employees to order branded products
  - Shopify-powered ecommerce portals with Authorize.net payments
  - HTML, CSS, JS & jQuery web designs
- Wrote purchase orders to vendors for custom promotional products
- Actively managed timelines, artwork, proofs to meet event deadlines

Education

University of Maine
Bachelor's Degree in Business Management
2014