

SUMMARY

Adaptable Full Stack Web Developer with a background in theatre and the arts. 10+ years as a performer developed strong teamwork and leadership skills, with a flair for communication and agile problem-solving. Energised to create clear, clean, creative products with an intuitive user experience and an animated, creative edge.

EXPERIENCE

Website Developer, Social Media & Administration *Act. Sing. Dance. Repeat.* **JULY 2023 - PRESENT**

- [Hub for aspiring performers](#), featuring a post-secondary program-finding tool, blog, and Threadless merch store
- Website has 100+ monthly users and features a database of 1000+ programs across Canada
- Implemented custom animations to enrich user experience and brand identity
- Integrated the Patreon API to gate premium features and monetize enhanced listings
- Compiled database content via Google research, and maintain database with custom broken link checker
- Automated key processes with custom coding, including a web crawler that migrated data from a previous project

Key Skills: *Next.js, Typescript, JavaScript, Tailwind, HTML, Prisma, Google Search Console, Canva, Affinity Photo, Social Media, Graphic Design, SEO, Blog Writing, Website Administration, Product Design, Data Entry*

SEO Specialist *Virtuous Circle Counseling* **FEBRUARY 2024 - MARCH 2024**

- Conducted analysis of high-performing competitor websites and strategically created backlinks to increase visibility
- Utilised SEO tools such as Ahrefs to identify relevant, high authority backlink opportunities
- Achieved a significant increase in Ahrefs domain rating (from 25 to 62) within 2 months after project completion

Key Skills: *External SEO, Ahrefs, Link Building, Competitor Analysis*

Front End Developer & Administrator *I Want to Be a Performer* **JANUARY 2018 - OCTOBER 2023**

- Leveraged Google Search to curate a comprehensive list of post-secondary-level training programs for performers
- Engineered an SEO-friendly Wordpress website to display program lists sorted by location and discipline
- Analysed site metrics using Google Analytics and Search Console to optimise on-page SEO, leading to significant improvements in search rankings
- Expanded project to create *Act. Sing. Dance. Repeat.* in 2023

Key Skills: *WordPress, SEO, Social Media, Blog Writing, Google Analytics, Google Search Console*

Full Stack Web Developer *Speer Technologies* **MARCH 2023 - JUNE 2023**

- Coded React projects from scratch based on Figma designs and wireframes
- Utilised Styled Components and Material UI to create creative CSS animations and cleanly-styled products
- Iteratively engineered client-driven solutions to meet project goals and user expectations

Key Skills: *Front-End Web Development, ReactJS, Javascript, CSS, MaterialUI, Git, Agile Development*

OTHER PROJECTS

[Queen-Man](#)

- RuPaul's Drag Race-inspired Hangman clone
- Tech Stack: HTML, CSS, React, API-fetching, Jest, Netlify

[Weather Whatever](#)

- Weather-fetching app with attitude
- Tech Stack: React, JSX, Sass, Bootstrap, API Fetching

SKILLS

Languages: JavaScript, HTML, CSS, EJS, ES6, Typescript

Frameworks, Libraries & Environments: NodeJS, ReactJS, Ajax, Express, jQuery, Bootstrap, Axios, Heroku, Sass, Flexbox, Material UI, CSS Styled Components, Next.js, Tailwind

Testing: Storybook, Mocha, Chai, Jest, Cypress

Systems, CMS & Databases: SQL, Git, Supabase, Prisma

Other: Affinity Photo, Canva, Final Cut Pro, Social Media, WordPress, Squarespace, Shopify

AWARDS

Udacity Next Generation Tech Booster Challenge Program December 2022

RBC & Battlesnake Developer Fellowship November 2022

EDUCATION

Lighthouse Labs *Full Stack Web Development Bootcamp* **APRIL 2022 - JUNE 2022**

Hubspot Academy *Multiple Short-Course Certificates in SEO and Digital Advertising* **FEB 2022**

Royal Central School of Speech and Drama *MA Music Theatre* **SEPT 2012 - AUG 2013**