

# AIDAN MARSHALL

## SOFTWARE DEVELOPER



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aidanm1999



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## EXPERIENCE

### IDAC Media

Oct 2020 - Present

During my time at IDAC Media, I had the privilege of working in a small yet dynamic team consisting of the owner, a designer, a fellow developer, and myself. This unique environment gave me creative freedom in shaping our processes, design choices, and development stack. In almost four years, I have experienced remarkable personal and professional growth, surpassing my expectations. Working alongside just one other developer allowed me to fully immerse myself in the software development lifecycle, catering to customer needs, and improving my design skills. I also mastered best practices, reviewed pull requests, and collaborated seamlessly with a highly motivated team.

During my carrer at IDAC, I have developed many front-facing public sites, which are all available to see on my portfolio website liked above. To support each site and to enable our clients to see their performance over their entire ecosystem, I have also revolutionsied our analytics tool, building one from the ground up. This provides each client with a clear and visible progression from email campaigns to funneled conversions.

### IDAC Projects

- > ogilvie-fleet.co.uk
- > minextev.co.uk
- > IDAC Analytics (internal)
- > Happy Drivers (app)
- > clearwaterltd.com
- > Fleet Tax Guide
- > Gensen System

### Web Skills

React  
NextJS  
Gatsby  
Typescript  
Material UI

### Mobile Skills

Ionic  
Flutter  
Swift UI

### CI/CD Skills

Vercel  
Netlify  
Amazon Web Services  
Google Cloud Platform  
GitHub Actions  
Xcode Cloud

### Sole Trader

Sep 2020 - Present

As a sole trader, I excel in listening, adapting, and developing from my clients' requests. I have honed my skills in providing clients with well-thought-out plans of deliverables and executing those plans effectively. I have learned to prioritize client needs and create solutions that exceed their expectations. My dedication to client satisfaction and continuous improvement make me a valuable asset as a sole trader.

### Client Projects

- > visitseedo.com
- > basemetalroofing.co.uk

### Qualifications

BSc Hons in Computing (1st)  
HND in Computing (A)  
HNC in Computing (A)

### Parachute Digital

Oct 2019 - Mar 2020

Parachute provided invaluable knowledge in the inner workings of a tech company. Working alongside design, marketing and analytics teams taught me how a company develops a product from conception to ongoing maintenance. Whilst working in the development team, I aided in the creation of an ASP.NET website, which I used to better my understanding of the framework and exposed me to a myriad of concepts that I have since expanded on to form the foundation of my software knowledge.

### Parachute Projects

- > snowfactor.com  
(unreleased)

### Human Languages

English (native)  
Spanish (proficient)

### Starbucks

Oct 2015 - Dec 2020

At Starbucks, I became an experienced and dedicated supervisor known for achieving customer satisfaction and driving sales. Promoted at 19, I became the youngest supervisor in the district, showcasing loyalty and dedication to my role and providing me with invaluable knowledge on leading a team to achieve short and long term goals.

### Starbucks Roles

- > Supervisor
- > Coffee Master
- > Barista

References available upon request