

Jonny Mars

✉ jonny@jonnymars.uk

🌐 JonnyMarsUK

Personal Statement

Following graduation, I secured my first developer role with a global agency. Although I was able to progress from an Assistant to a Senior Executive I was constrained to Conversion Rate Optimisation (CRO). In joining Ampersand, I have demonstrated my intention to broaden my skills and experience in front-end development. In addition I have gained insightful exposure to the e-commerce landscape. I am now open to exploring new opportunities that allow my continued learning, growth and development while making a positive contribution to new projects, clients and colleagues alike.

Employment History

Ampersand

Manchester

FRONT-END DEVELOPER

April 2022 - date

JUNIOR FRONT-END DEVELOPER

September 2021 - April 2022

Role and responsibilities:

- Maintain and enhance client websites utilising React, primarily PWA Studio, alongside standard Magento front-end, including addressing bugs of varying priority levels.
- Partner with back-end developers to ensure clear communication and alignment on front-end needs, enabling smooth integration between both the front-end and the back-end.
- Review and provide constructive feedback on peers' code, promoting code quality and knowledge sharing within the team.
- Mentor junior team members, sharing insights into coding techniques and effective problem-solving approaches to support their growth.
- Assess client requests for new functionality and provide accurate estimations of required time and resources, leaving the client with a clear understanding of the scope of the task.
- Facilitate clear communication by actively engaging in daily stand-ups, while utilising Jira to document ticket progress and manage potential obstacles, ensuring clarity with project managers and team members.

Dentsu

Manchester

CONVERSION RATE OPTIMISATION SENIOR EXECUTIVE

January 2021 - September 2021

CONVERSION RATE OPTIMISATION EXECUTIVE

October 2019 - January 2021

CONVERSION RATE OPTIMISATION ASSISTANT

October 2018 - October 2019

Role and responsibilities:

- Develop responsive A/B tests in a modular and efficient way using JavaScript, SASS and Babel, Webpack and Git. Implementing tracking code for Google Analytics, Adobe Analytics and various behaviour analytics tools.
- Launch A/B tests with continuous management throughout their lifecycle, understanding and fixing issues should they arise.
- Frequent communication with various clients and appointed technical lead on a large account.

Sainsbury's

St. Helens, Merseyside

RETAIL ASSISTANT

2015 - 2018

Development Skills

- React
- Babel
- jQuery
- Test-driven Development
- Magento PWA Studio
- Gatsby
- PhaserJS
- Accessibility Testing
- Magento Front-End
- HTML5
- Python
- Performance Testing
- Git
- CSS3
- AWS
- User Experience Design
- GraphQL
- SASS
- Google Analytics
- Baymard Institute E-Commerce UX Professional
- Webpack
- JavaScript
- Google Optimize
- Visual Web Optimizer (VWO)
- Jest
- TypeScript
- Unit Testing
- Cypress
- NodeJS

Education

Edge Hill University

BSc (HONS) WEB DESIGN & DEVELOPMENT (1ST CLASS HONOURS)

Ormskirk, Lancashire

2015 to 2018

Modules Studied Include:

- Fundamentals of Web Coding
- Server & Client Side Scripting
- Web Application Development
- Data Driven Design
- Fundamentals of User Experience Design
- Research & Development Methods
- Usability Testing and Data Analysis
- Mobile Applications and Games Development

St Helens College

BTEC LEVEL III EXTENDED DIPLOMA IN INFORMATION TECHNOLOGY

St Helens, Merseyside

2013 to 2015

- DISTINCTION*, DISTINCTION*, DISTINCTION*

Rainford High Technology College

GENERAL CERTIFICATE OF SECONDARY EDUCATION

Rainford, Merseyside

2008 to 2013

- 8 GCSEs A-C including Maths, English and Science

Personal Interests

- Badminton - member of a local club and play frequently.
- Season ticket holder to the local Rugby League team (St Helens RLFC).
- Enjoy attending live music events

References

Available upon request.