

ALEXANDER ROBERTS

London/Manchester · 07534633664

Alexander.roberts@live.co.uk · [LinkedIn](#) · [GitHub](#) · [Portfolio](#)

Full-Stack Web Developer qualified with a Diploma in Software Development from Code Institute. Presents the ability to produce clean, maintainable and reusable code. Holds extensive experience building responsive websites using HTML, CSS and JavaScript, as well as UX/UI and design skills and A/B Testing. Possesses strong quality assurance, problem-solving, time-management, critical thinking, collaboration and excellent communication from 2+ years' experience in CRO front-end developer roles. Long-term goal is to become a full stack developer, whilst currently seeking an opportunity to move into a front-end facing leadership role to enhance my frontend capabilities and leadership skills.

SKILLS

Hard Skills

- Strong Front-End Development skills using HTML, CSS, React, Nodejs
- Excellent understanding of CRO tools such as Google Optimize, Adobe Target, AB Tasty, Thunderhead (MXO), Optimizely, VWO, Figma, Jira, Trello
- Hands on experience with Vue, Django, Flask, Node.js, Firebase, MongoDB, Heroku, Git control, VS Code
- Proficient in web analytical tools such as Google Analytics and Adobe Analytics
- Strong knowledge of Quality Assurance best practices and CRO development

Soft Skills

- Diligent
- Training and Development
- Organisation and Scheduling
- Ambitious
- Enthusiastic
- Adaptable
- Confident
- Proactive
- Resourceful
- Curiosity
- Accountability
- Meticulous

TECH INTERESTS

I'm deeply passionate about exploring the latest technologies and pushing the boundaries of what's possible in the realm of web development. From crafting innovative user interfaces to architecting robust backend systems, I thrive on the challenges and opportunities that technology presents.

Whether it's building a prototype website for a friend's football coaching company or delving into personal full-stack projects like [ReMz Coaching](#) (React + Nodejs), [Beer Forum](#) (Python, SCSS, JavaScript), [Fuzzies](#) (Vue + Firebase), I'm always eager to learn and grow in my technical skills. My interests span across a wide range of areas, including frontend frameworks like React, Vue, backend technologies like Node.js, Python, and database management systems like MySQL.

In my journey as a developer, I constantly seek to refine my craft and stay abreast of the latest trends and advancements in the tech industry. I'm driven by a curiosity to explore new technologies, solve complex problems, and create impactful solutions that make a difference.

EDUCATION

2020

SOFTWARE DEVELOPMENT, CODE INSTITUTE, 2019-2020, 2:1

Programming languages: Python 3, Stripe, Django, Flask, AWS S3, SQLite3, PostgreSQL, HTML5, CSS3, Bootstrap, Heroku, MongoDB, JS ES6, APIs, TDD with Jasmine, DC.js

Development methodologies: Agile Development(scrum), waterfall model and paired programming

Version control: Subversion (SVN), Team Foundation Server (TFS), Git

Documentation tool: MS Visual Studio Code, Microsoft Project, Microsoft Visio Project

BSC ECONOMICS, SWANSEA UNIVERSITY, 2013-2018, 2:2

Key modules: Advanced Economic Analysis, Finance, Econometrics, Mathematics, Statistics

EXPERIENCE

JAN 2022 – OCT 2022

JUNIOR FRONTEND CRO DEVELOPER, MERKLE EMEA, LONDON

- Collaborated and liaised with UX/UI designers to ensure alignment regarding technical feasibility. Effective client comms weekly to understand their website needs to streamline the build phase and make it efficient as possible
- Performed training and developed a working process for Thunderhead's (MXO) A/B testing use which it isn't designed for but ultimately became one of my clients' sole CRO tool when Google Optimize sunset
- Developed 10 experiments which had a win rate of 62%, €379K annualized revenue and 91% program ROI for Dr Sturm in 2022
- Developed a personalization to increase the visibility of the website's toolkit which led to a +10% uplift in overall tool interaction, +24% in "find a retailer" visits from the homepage, +53% in "Finance Calculation" from family pages, +174% in "test drive" visits from trim pages and +74% in "test drive" visits from car finance pages.

OCT 2022 – MAR 2024

FRONTEND CRO DEVELOPER, MERKLE EMEA, LONDON

- Managed and led all dev processes for Skoda, Xerox, Dr Sturm, Audi and Legal and General; scheduled meetings, delegated tasks to other developers, liaised with internal and external departments to ensure efficient time-management and that deadlines were met
- Developed 10 experiments which had a win rate of 62%, €379K annualized revenue and 91% program ROI for Dr Sturm in 2022
- Developed a number of tests I built resulted in a win rate of 67%, €806K annualized revenue and 62% program ROI for Dr Sturm in 2023
- Developed 11 experiments which resulted in +£558K revenue and +11 sales for Skoda in 2023.
- Developed multi-step form to encourage user completions which led to +23% in test drive completions, 10 sales and +£350K in revenue.
- Developed 11 experiments which resulted in +£558K revenue and +11 sales for Skoda in 2023.