Brandon Ikeda

Full Stack Developer
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I am a talented and highly motivated full stack developer and ecommerce specialist. A hardworking and responsible individual, with a strong education in front-end and back-end development. I have substantial professional experience in development and e-commerce with some of the top brands and companies in Canada. Well-versed with the full development cycle, able to make architectural decisions and adapt to new ideas. When I am not working I love to spend time exploring with my wife and dog. I am passionate about sports, technology, and the great outdoors!

Work Experience

Senior Developer/Team Lead
AAXLL Brands Company - Vancouver, BC
July 2019 to Present

As a Senior Developer at AAXLL Brands Co., I have played a pivotal role in the development and maintenance of Aaxll.com & several of their associated properties. My key contributions include:

• Leading web development team and maintenance using WordPress, including design, plugin management, and performance optimization. Directly mentored, managed and worked with other web developers, digital marketers and customer service roles.
• Implementing digital marketing strategies, leveraging tools like Google Analytics, Ahrefs, and Klaviyo for enhanced search performance and customer engagement.
• Optimizing e-commerce platforms in collaboration with customer service and fulfillment teams, focusing on conversion rate improvement and visitor engagement.
• Managing continuous integration and version control for streamlined code deployment across various environments.
• Demonstrating proficiency in web development technologies such as JavaScript, PHP, and CSS, along with skills in Canva and social media marketing.
• Utilizing AWS services (S3, RDS, EC2, Elastic Beanstalk, Route 53) for efficient web hosting and maintenance.
My role involves a deep understanding of web analytics, marketing automation, SEO, and creative problem-solving to ensure optimal web presence and user experience.

Web Developer
Reliance Foundry Co. Ltd. - Vancouver, BC
August 2020 to August 2021

Reliance Foundry Co. Ltd. is a distinguished company with a specialization in marketing and distributing metal products, boasting over 95 years of expertise in the cast metals industry. The firm has been acknowledged for its rapid growth, evidenced by two consecutive nominations and a ranking on Canadian Business Magazine's Profit 500 award. Located in Surrey, BC, my role as a Web Developer involved a hybrid work model, with remote work complemented by weekly in-office meetings.

Key Responsibilities and Achievements:
• Spearheaded the development and maintenance of the primary website, Reliance-Foundry.com, focusing on performance optimization and user experience enhancement.
• Worked as a web administrator and ecommerce specialist working with our Wordpress/ Woocommerce store.
• Successfully integrated e-commerce capabilities into a legacy industrial business site, transitioning from a catalog/quote-based system to a digital commerce platform.
• Achieved a significant site-wide speed improvement in preparation for the Core Web Vitals Update.
• Utilized WordPress and WooCommerce for e-commerce functionality, enhancing the online shopping experience.
• Employed tools like Ahrefs, Moz Pro, Crazy Egg, and Screaming Frog for enhancing site rankings, visibility, and tracking.
• Coordinated with the Sales Department to optimize the workflow of quotes and orders within NetSuite.
• Collaborated closely with the marketing team, specifically in ads/analytics roles, to boost SEO and paid search results.
• Partnered with the graphic design team to define the website's aesthetic and user interface.
• Conducted weekly meetings to present metrics updates, covering aspects such as sales, performance, SEO, and more.
• Transformed comprehensive layouts and wireframes into functional HTML pages.
• Managed over 500 complex products in WordPress and NetSuite, utilizing WooCommerce and other plugins for efficient operation.
• Integrated third-party APIs, focusing on eCommerce solutions like credit card payments and shipping options.
• Performed website performance tests and troubleshooted content issues, ensuring optimal functionality.
• Maintained and updated legacy code, including CSS, PHP, and JavaScript.
• Handled all technical aspects of the CMS, providing a seamless user experience.
• Offered ongoing internal system/technical support, including training, system access management, and report development.
• Administered NetSuite, encompassing programming/scripting, configuration, customization, and user assistance.
• Worked directly with consultants on complex NetSuite projects, ensuring cohesive execution and support.
• Analyzed intricate business requirements and aligned business processes with NetSuite functionalities.
• Collaborated with the in-house development team to implement bespoke solutions, enhancing operational efficiency.
• Innovated workflows and dashboards using advanced analytics for more efficient searches and data management.

Contract Web Developer
Vancouver Digital Media - Vancouver, BC
March 2019 to August 2019

Maintained multiple e-commerce websites. Working remotely, with occasional meetings in downtown Vancouver. Worked with WooCommerce eCommerce platform, PHP, Javascript, HTML, and CSS. Paid high attention to detail and user experience with mobile responsive design. Used best practices for site security and a commitment to the security of digital assets. Helped create a user friendly experience and user interface. Fixed existing bugs and issues

customers run into. Implemented new features and 3rd party plugins.

Web Developer & Ecommerce Specialist
Kahunaverse Sports - Surrey, BC
July 2018 to August 2019

Kahunaverse Sports is Canada's largest provider of institutional and team sporting equipment, apparel and accessories. With over 200 employees, 10 locations across Canada and a growing ecommerce platform, Kahunaverse Sports is focused on providing multi-brand solutions for all of their customers. Responsible for maintaining Kahunaverse.com and Kvgear.ca as well as deploying digital marketing campaigns.

Worked as a ecommerce specialist and web administrator of a wordpress site and magento store. Created and modified web pages, blog articles and other aspects of the wordpress site and magento store. Implemented mobile responsive design. Created interactive digital campaigns and stores for fans, working with sponsors and partners like the University of British Columbia Thunderbirds, University of Manitoba Bison's and the Canadian Football League (CFL). Responsible for SEO strategy and customer acquisition techniques. Used production tools and content management services such as WordPress, Yoast SEO, Microsoft Teams and Basecamp. Developed brand and marketing strategy online, search engine optimization and digital advertising techniques. Used reports and marketing strategies to deploy different targeting campaigns. Collaborated with multiple departments in regard to digital marketing efforts or web requests. Lead ongoing best practices and high impact SEO activities associated with digital properties. Pursue the most innovative and cost-effective online solutions (mobile, social, web and ecommerce) to meet business needs. Helped building and designing email marketing campaigns with Mailchimp.

Web Developer & Email Marketing Specialist
Winnipeg Blue Bombers - Winnipeg, MB
May 2018 to July 2018

12 Time Grey Cup Champions, the Winnipeg Blue Bombers are a professional football team, currently members of the West Division of the Canadian Football League (CFL).

• Responsible for maintaining the bluebombers.com and thebomberstore.com as well as deploying digital marketing campaigns.
• Used production tools and content management services such as WordPress, Yoast SEO, Shopify, JIRA and Basecamp. Created and maintained web pages, blog posts and other parts of the wordpress site and shopify store.
• Created interactive digital campaigns for fans, working with sponsors to create digital ads and experiences with software such as Wayin Digital Marketing Platform.
• Developed brand and marketing strategy online, search engine optimization and digital advertising techniques.
• Used reports and marketing strategies to deploy different targeting campaigns with programs like Neolane and Adobe Campaign.
• Collaborated with the marketing team in regards to traditional marketing techniques.

Software Developer - Aspen Lane Technology
Ste. Anne, Manitoba
March 2018 to May 2018

• Work as a general software developer, building websites and applications for various clients.

• Maintaining and improving existing code bases and system architecture, as well, creating new web and mobile applications from the ground up.
• Used Content Management Systems such as Perch php and WordPress. Build and host responsive websites with HTML5, CSS3, jQuery, Bootstrap.
• Developing and maintaining a large React Web Application with Java/ CUBA, Postgres for thousands of insurance policy reports across Canada.
• Used development tools and services such as Digital Ocean, ServerPilot, GoDaddy, Docker, GitLab and Atom.

Education

Diploma in Full Stack Development
Codecore College - Vancouver, BC
January 2017 to December 2017

Two Years in Computer Science
Western University - London, ON
2015 to 2017

Bachelor of Arts in Criminology
University of Manitoba - Winnipeg, MB
2010 to November 2014

Skills

• React
• Javascript
• AWS
• PHP
• CSS
• Git
• HTML5
• User Interface (UI)
• Web Development
• SEO tools
• Google Analytics (5 years)
• E-commerce
• Google Ads
• Web design
• Agile
• GitHub
• Digital marketing (5 years)
• SEO (5 years)
• WordPress (5 years)

- Canva (3 years)
- Klaviyo (5 years)
- APIs
- Bootstrap
- MySQL
- Jira

Languages

- English - Advanced

Links

https://www.brandonikeda.com