



Brandon Ikeda

Web Developer & Digital Marketing Consultant

Summary

- Results driven web developer and digital marketing consultant with over 7 years of experience in digital marketing, e-commerce, and website optimization
- Expertise in leading development teams, enhancing user experience, and driving business success through innovative web solutions and data-driven strategies
- Hardworking and responsible with a strong ability to quickly learn modern technologies and languages.
- Experienced with the full development cycle, able to make architectural decisions and adapt to innovative ideas.
- Successful and productive in both team-based and self-managed projects.

Work Experience

Organization & Title	Role Description
Protégé Marketing Collective	Crafted and launched custom WordPress and Shopify websites, boosting client online visibility and user engagement
Web Developer & Digital Marketing Specialist	Deployed SEO techniques and digital marketing tactics, generating increased lead flow for clients
April 24 - Present	Coordinated with remote teams to deliver projects effectively and align client objectives



Contact

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[LinkedIn Profile](#)

brandonikeda.com

Richmond, BC

Education

Codecore College – Vancouver, BC

Full Stack Development

January 2017-December 2017

Western University - London, ON

Computer Science

May 2015 to December 2016

University of Manitoba - Winnipeg, MB

Deans Honor List -Bachelor of Arts (BA)

Major: Criminology; Minor: Psychology

2010 to 2014

Skills

JavaScript, HTML, CSS , PHP

SEO, Copywriting, Forms, Theming & Template design & maintenance

Email marketing, Klaviyo, Mailchimp

Google Ads, Analytics, Tag Manager, Lookerstudio,

WordPress, Shopify, Drupal, Magento



Work Experience Continued

Organization & Title	Role Description
<p>Brandonlkeda.com</p> <p>Web Developer & Digital Marketing Consultant</p> <p>March 19 - Present</p>	<p>Designed and launched e-commerce websites and marketing funnels, driving significant online sales growth for small to medium-sized businesses</p> <p>Executed SEO-focused content strategies, increasing organic traffic and boosting website visibility</p> <p>Crafted custom mockups and wireframes, transforming client visions into user-friendly, mobile-responsive websites with a strong focus on user retention</p> <p>Provided ongoing website maintenance and support for clients, resolving technical issues and optimizing site performance</p> <p>Integrated third-party tools and APIs to expand website functionality, including payment gateways and customer management systems</p>
<p>AAXLL Supply Co.</p> <p>Senior Web Developer</p> <p>Jul 19 - Present</p>	<p>I have played a pivotal role in the development and maintenance of Aaxll.com & several associated properties. Key contributions include:</p> <p>Leading web development and maintenance using WordPress, including design, plugin management, and performance optimization.</p> <p>Implemented digital marketing strategies, leveraging tools like Google Analytics and Ahrefs. Lead email marketing efforts and tools like Klaviyo for remarketing and user engagement. Involved with paid ads, google tag manager, technical SEO and keywords.</p> <p>Optimizing e-commerce platforms in collaboration with customer service and fulfillment teams, focusing on conversion rate improvement and visitor engagement.</p> <p>Managing continuous integration and version control for streamlined code deployment across various environments.</p> <p>Demonstrating proficiency in web development technologies such as JavaScript, PHP, and CSS, along with skills in Canva and social media marketing.</p> <p>Utilizing AWS services (S3, RDS, EC2, Elastic Beanstalk, Route 53) for efficient web hosting and maintenance.</p>
<p>Add Water Media</p> <p>Web Developer</p> <p>Dec 23 – Jun 24</p>	<p>Constructed and refined WordPress and Drupal websites, enhancing functionality and client satisfaction.</p> <p>Developed tailored website features for PR and media campaigns, supporting marketing strategies</p>



Reliance Foundry Co. Ltd.	Pioneered the integration of e-commerce features into Reliance-Foundry.com with NetSuite, elevating the online shopping experience and driving revenue growth
Web Developer	Directing the migration of legacy systems to modern technologies, enhancing site reliability and minimizing downtime
Aug 2020 – Aug 2021	Collaborated with marketing teams to maintain consistent branding and messaging across all digital platforms
	Optimized website performance, boosting speed and functionality. Resulting in enhanced user engagement
<i>Full work experience can be found on my LinkedIn profile</i>	

Volunteering & Interests

Private Aquatic Instructor

One of my first jobs was as a lifeguard and I have really enjoyed keeping swimming a part of my daily routine. I provide private swimming lessons in Richmond and Vancouver to clients of all ages and levels. I have provided lessons for over 500 students since 2017.

PADI Certified Scuba Diver

When travelling, one of my favorite things to do is go scuba diving. The excitement of seeing a rare and unique animal underwater is unlike anything else, highly recommend!

Volunteering

I have volunteered for various tech bootcamps within the Lower Mainland and really enjoy spending time teaching and encouraging new students in the Tech world.

