

Andrew Magill

Full Stack Developer with over 17 years of experience in engineering scalable web solutions. Proficient in front-end and back-end technologies, I excel at enhancing user experience and optimizing performance. Passionate about innovative web strategies, I thrive in collaborative environments and am committed to delivering high-quality results.

EXPERIENCE

Prehealth – Lead Developer

July 2024 - Present – New Jersey / Remote

- Established a production process for email coding, improving deliverability through SendGrid, and implementing marketing automation via HubSpot
- Spearheaded the development and implementation of a cutting-edge email marketing automation platform using Salesforce Marketing Cloud, resulting in a 39% increase in customer engagement and a 25% boost in lead generation
- Led a team of developers producing responsive, user-friendly email templates and landing pages, ensuring seamless cross-device compatibility and reducing bounce rates by at least 19%
- Designed and executed A/B testing strategies for email campaigns, leading to informed decisions that increased click rates by 28%
- Led initiatives to ensure GDPR and CCPA compliance in online marketing practices using OneTrust and GTM consent management solutions
- Created and maintained comprehensive documentation for all marketing automation processes, using Confluence and GitHub, simplifying onboarding of new team members and stakeholders

Greater Than One – Senior Web Developer

April 2020 -December 2023 – New York City / Remote

- Led the technical planning, architecture design, and implementation of high-profile pharmaceutical website launches
- Contributed significantly to pitching and proposal writing efforts, developing comprehensive technical plans and detailed deliverables that helped secure new business
- Established and implemented best-practice integration policies and processes, improving developer consistency and code quality
- Implemented robust security measures, ensuring HIPAA compliance with end-to-end encryption, access controls, and regular security audits, safeguarding sensitive patient data across platforms

WEBSITE

<https://magill.dev>

KEY SKILLS

Full Stack Web Development, Software Engineering, Data Modeling, User Experience (UX) Design, Responsive Design, DevOps (CI/CD) Version Control (Git), API Integration, Performance Optimization, eCommerce Integration, Test-Driven Development (TDD), Agile/Scrum Methodology, Project Management, Technical Writing & Documentation, SEO, Accessibility (a11y)

TECHNICAL SKILLS

Languages / Frameworks

Proficient: HTML5, JavaScript, ES6, Typescript, Node.js, React.js, Next.js, PHP, MySQL, SASS, PostCSS, Git, Webpack, NPM, Composer, Yarn, Bootstrap, TailwindCSS

Familiar: Vue.js, Svelte, Ruby on Rails, Laravel, Symphony, ASP.net (C#), Postgres, GraphQL, Material UI

Greater Than One – Senior Web Developer (continued)

- Pioneered the adoption of agile methodologies, automated testing, and CI/CD pipelines using Jenkins and BitBucket, reducing deployment errors and release timelines
- Conducted regular code reviews and performance audits, identifying and resolving potential issues before they impacted production environments
- Developed and maintained comprehensive process documentation and integration guides, providing seamless transition when onboarding new developers

Ascender Studios – Full Stack Developer

September 2017 - November 2019 – Remote

- Engineered scalable front-end and back-end solutions, resulting in a 40% reduction in maintenance effort and 25% improvement in application performance
- Integrated complex design layouts and rendering systems, significantly enhancing user experience and cross-device consistency.
- Collaborated with clients to identify and implement innovative web strategies, contributing to a 30% increase in user engagement and 20% improvement in customer retention rates
- Implemented automated testing and continuous integration/continuous deployment (CI/CD) pipelines using Jest and GitHub, reducing bug incidents by 35% and accelerating release cycles

Unhinged Web Studio – Web Developer & Designer

February 2017 - September 2017 – Remote

- Designed and developed websites and custom web applications, significantly increasing client online presence.
- Crafted brand identities and logos for SMBs, enhancing brand recognition and marketability.

Intercept Pharmaceuticals – Technology Consultant

February 2017 - September 2017 – New York City / Remote

- Migrated compliance operations to a new SaaS solution, improving data accuracy and efficiency.
- Ensured research and marketing expense data accuracy for regulatory compliance of pharmaceutical trials

L'Occitane – Front-End, Social, Mobile Developer

May 2011 - February 2017 – New York City

- Supported global online marketing and e-commerce operations, leading to a global expansion to over 80 international markets
- Extended custom CMS capabilities, enhancing marketing operations, user

TECHNICAL SKILLS (cont'd)

Platforms / Tools

AWS, Azure, Google Cloud, GTM, Git, BitBucket, Jira, Confluence, Figma, Adobe XD, Salesforce, Adobe Marketing Cloud, Hubspot, Apache, NGINX, IIS, Express, Vercel, Digital Ocean

engagement and retention.

- Deployed brand-wide UI redesign projects, improving conversion rate and usability.

L'Occitane – *International Webmaster*

June 2007 - May 2011 – New York City

- Expanded global eCommerce operations, significantly increasing market reach and sales volume.
- Implemented marketing campaigns and content pages, driving higher engagement and conversion rates.
- Maintained product data and taxonomy for multiple brands, ensuring accurate online catalogs.

Freelance – *Web Designer & Developer*

July 2005 - June 2007 – New York City

- Developed websites for small businesses using CMS like WordPress and Drupal, enhancing online presence.
- Consulted on brand identity and online marketing strategies, driving business growth and awareness.
- Designed logos, user interfaces, and print materials, enhancing overall brand aesthetics and market appeal.

EDUCATION

Rochester Institute of Technology - *Information Technology*

September 1996 - June 2001

Relevant coursework: Computer Science, Software Engineering, Website Design, Database Modeling, Interface Design, Data Communications, Programming for Digital Media, Human Factors.