

# William Hoare

## FULL STACK WEB DEVELOPER

### PORTFOLIO

- [www.willhoare.ca](http://www.willhoare.ca)

### EXPERIENCE

#### Web Developer | Station WP

MARCH 2023 - PRESENT, TORONTO, ON

- Supported development projects for a variety of clients including Foodee, Ace Bakery, Choosing Wisely Canada, Valor Hockey, and the Atkinson Foundation, delivering bespoke solutions that enhanced online presence and user engagement
- Contributed to the ground-up development of a headless e-commerce website for the drug-checking device 'DoseCheck'. Utilized React for the front end to create a responsive, user-friendly interface, and integrated Stripe Payments and ShipStation Order management to create a full end-to-end experience.
- Led the development of a 'Grants Database' on the Atkinson Foundation, a search and filtering function leveraging CSS and JavaScript for an instant, responsive experience.

#### Manager, Partner Marketing | Moneris

JUL 2021 - NOV 2022, TORONTO, ON

- Led a team of three marketing specialists and built a partner marketing strategy, collaborating with a host of partners including RBC, BMO, Mastercard, and Visa.
- Implemented exclusive partner offers to directly compete with Clover and Square resulting in an uptick in new customer leads.
- Developed a strategy to support the marketing campaigns for product-focused marketing campaigns promoting Moneris in-store payment terminals and proprietary SaaS solutions.
- Established a strategy for working with a growing list of independent software vendors, unlocking new channels to promote Moneris directly to merchants.

#### Account Supervisor | Cossette

AUGUST 2020 - JUL 2021, TORONTO, ON

- Developed a series of ad-hoc and automated marketing campaigns to cross-sell TD Bank products and services.
- Worked closely with the creative and analytics teams to implement campaigns and report on performance.

#### Account Supervisor | DDB Canada

OCT 2018 - AUGUST 2020, TORONTO, ON

- Managed the email, CRM and digital marketing for McDonald's and Samsung Canada, continuously developing a holistic marketing calendar to drive new users to the McDonald's app.
- Worked closely with the analytics team to create data-driven campaigns gathered from the McD's app to target communications to segments of the customer base.

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[github.com/willhoare](https://github.com/willhoare)

### SKILLS

HTML, CSS/ Sass, JavaScript, TypeScript, JQuery, React, Git, Node, Express, MySQL, WordPress, Shopify, Stripe payments, Web APIs, OAuth,

### PROFILE

A full stack developer with a background in marketing and account management, and more recent experience working with clients directly to build user-friendly responsive websites. My experience includes working at a web agency where I supported a diverse range of clients, a role which has allowed me to work with various programming languages, technologies, and frameworks, ensuring that each project is executed proficiently and delivered on time and within budget.

I believe that my marketing background enriches my approach to web development, adding valuable insights into user engagement and digital strategies.

A keen traveler and music lover, I emigrated to Canada from the UK in 2018.

### EDUCATION

#### BrainStation | Diploma, Software Engineering

NOV 2022 - FEB 2023, TORONTO, ON

#### QMUL University of London | BA Hons, Comparative Literature

JAN 2010 - 2013,  
LONDON, UK