

Aury Silva

Software Manager - (Full-stack Developer)

With 4+ years in email development

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PERSONAL SUMMARY

With over 10 years of comprehensive experience in web development, I am passionate about engineering exceptional digital experiences that bridge visually compelling frontends with robust server-side architecture. Skilled in crafting user-friendly web applications, I leverage modern technologies to elevate the user experience to new heights. Holding a BA in Digital Design, I have a proven track record of delivering scalable solutions remotely and under minimal supervision. I specialise in engineering tailored micro-applications to ensure streamlined performance and maintainability, continually striving to master new programming skills. Find my portfolio at www.aurysilva.co.uk

KEY SKILLS AND COMPETENCIES

- **Development & Tooling:** .NET Core, Docker, Node JS, MongoDB, Express, JWT, HTML, CSS/SCSS, JavaScript, jQuery, API, GraphQL, Grunt, Gulp, Webpack, ESLint, NPM/Yarn, Styled component, MySQL, Shopify liquid, Ruby, PHP, Laravel
- **Frameworks:** React JS & TS, Bootstrap, Tailwind CSS, Material-UI, Chakra UI
- **Content Management Systems:** Kentico, Umbraco, WordPress (ACF, WooCommerce), Shopify, Drupal, Magento, 11ty
- **CRM (Marketing):** Marketo, Salesforce, HubSpot, Adestra, Klaviyo
- **Tools & Software:** Azure DevOps, IIS, Storybook, Jira, Git, GitKraken, Bitbucket, Lambda Test, ClickUp, Adobe Suite, Figma, MJML, HubSpot, Email on Acid, Litmus, SEO (AdWords, Analytics, Search Console, ahrefs), Salesforce Pardot, Responsys, Instapages, Unbounce

WORK EXPERIENCE

📌 **Software Manager at The Powerplus Group – March 2025 – Current**

- Overseeing the end-to-end management of an in-house compliance application, architecting robust backend services, automated cron jobs, and complex client APIs in .NET Core.
- Lead frontend development using React TypeScript and Chakra UI (v2/v3) to drive new feature implementations, including SendGrid API email integrations.
- Ensure overall system reliability through rigorous code reviews after every amendment, Azure Portal resource monitoring, and streamlined CI/CD deployments.
- Collaborate with support teams to fulfill client requests and mentor junior developers in implementing frontend and backend features. Help to implement client APIs for external systems, including entry and exit systems.
- Focus on building customised, highly efficient micro-applications rather than distributed microservices to optimize overall application performance. Ensure the application is secure and no data breach between clients/companies

📌 **Frontend UI Engineer at NetConstruct (now IDHL agency) – Jun 2023 – Dec 2023**

As part of the UI team my tasks involved:

- 📌 Supported senior developers with end-to-end component development utilizing styled-components and React TypeScript.
- 📌 Created JSON and GraphQL mock APIs to structure backend data integration.
- 📌 Tested cross-compatibility using Lambda Test and previewed UI components viaStorybook.
- 📌 Executed deployments via Azure DevOps and collaborated using Git/GitKraken.
- 📌 Developed build tools and task runners using Node.js, Gulp, and Grunt to automate asset compilation.
- 📌 Configured C# backend updates, creating new fields and sections within Kentico and Umbraco CMS.

📌 **Frontend/Email Developer at Really B2B (Award-Winning Marketing Agency) – Sep 2020 – Dec 2023**

- 📌 Develop microsites, landing pages, quizzes, and email templates using HTML, CSS, JavaScript and jQuery for different shareholders such as Nespresso, Bottomline, Travelodge, Arden University, British Gas and many more.
- 📌 Managing multiple company's group (Centaur) WordPress websites as well as creating custom websites In WordPress using ACF and HubSpot
- 📌 Working alongside the designers and the MA team to develop HTML email master templates for different CRM platforms such as Marketo, Salesforce (Pardot), Adestra, Oracle Responsys, and HubSpot
- 📌 Execute HTML email rendering tests using Email on Acid, and Litmus
- 📌 Working closely with the client service team to develop interactive quizzes based on campaign goals for different stakeholders
- 📌 Develop Marketo hand-coded HTML landing pages as well as creating and setting up email campaigns in Marketo and Adestra CRMs

📌 **Frontend Developer at AGN (African Global Networking) – Sep 2018 – July 2020**

- 📌 While studying at the University of Hull, I had the opportunity to work on a part-time basis as a Frontend Developer alongside Backend Developers to implement changes to a React JS web application. I spend most of my time creating and styling components.

📌 **SEO Technician at Teal & Mackrill – July 2015 – February 2017**

- 📌 Working simultaneously with three e-commerce websites to improve search engine rankings including but not exclusive to keyword research, article marketing, URL re-writes, on-site optimisation, social media optimisation, backlinks, internal links, and website structure.
- 📌 Posting and amending product descriptions and articles
- 📌 Creating quarterly and monthly reports using Google Analytics, and Search Console

📌 **Front End Developer at Avert – October 2013 – July 2015**

A website with just over 3 million visitors a month

- 📌 Managing the Drupal Content Management System by keeping the security and modules up to date
- 📌 Designing, developing, and updating new web pages, forms, and popups
- 📌 Cross-browser compatibility testing, as well as fixing errors, encountered.
- 📌 Providing PPC training on Google AdWords to the fundraising team and keeping it in check.
- 📌 Monitoring search engine rankings, and indexation and solving any related problems (*URL re-writes, and content updates*)

SOME RECENT PROJECTS

📄 **OpsPilotCrm** (React JS, NodeJS) - [Click here to view](#)

For the past 3 years I solely developed and launched a unified operating system for freelancers and marketing agencies. The application has an Integrated email marketing, CRM, invoicing, project management, and an AI-powered WordPress SEO auto-content generator. I also engineered the platform utilizing a React/Chakra UI frontend and a NodeJS backend. Successfully managed the infrastructure transition by migrating all software applications and production databases to a secure domain environment.

📄 **The Royal College of Radiologists** (React TypeScript) - [Click here to view](#)

Addressed Jira amendments and deployed updates via Azure DevOps, testing rigorously with Lambda Test and Storybook.

📄 **Eastern Procurement Limited (BENCHMARK & COMMISSION)** (React TS) - [Click here to view](#)

Assumed sole responsibility for frontend development during a three-month contract with InnerShed, utilizing React TypeScript and robust form validations.

📄 **Extra Web Solutions** (WordPress) - [Click here to view](#)

Developed a fully custom, hand-coded WordPress CMS utilizing PHP, Bootstrap 5, ACF, and jQuery.

COMMUNICATIONS

Fluent in speaking and writing - **English** and **Portuguese**

QUALIFICATIONS

	Place	Date
BA Digital Design	University of Hull	2017 – 2021
Certified Web Developer	Codecademy	2015 – 2015
Learn PHP and jQuery	Codecademy	2014 – 2014
Pathway (Progression to Business)	Hull College	2012 – 2013

REFERENCES

Available upon request