

# Jeshua Leger

## Senior Full Stack Web Engineer

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### SUMMARY

An extremely versatile, detail-oriented, problem solver with expert level experience utilizing multiple tools and technologies to strategize, design, develop, maintain and optimize lead generating multi-lingual websites and apps for enterprise level businesses.

### EXPERIENCE

#### Senior Full Stack Web Engineer

Imarc 01/2019 - 09/2024 Amesbury, MA

A digital agency with expertise in strategy, creative, performance marketing, web development, and digital transformation.

- Led a team of 9 talented Individuals to work with Imarc's largest client.
- Doubled key performance indicators, increasing brand engagement by (200%) through comprehensive brand redesign.
- Increased daily conversions by (10X) through decreasing friction and redesigning the way users interacted with the site.
- Increased site wide page performance and SEO ratings by (70%) utilizing SEMrush and Lighthouse.
- Strategized, designed and developed a new purchase flow to solve core business issues which increased conversions by (2X) and new leads by (3X).
- Trained, mentored and led 10 developers.
- Improved team knowledge and skills through code review and peer-programming sessions.
- Integrated A/B testing and personalization suites from Google, Salesforce, VWO and Optimizely.
- Automated testing utilizing Git, Buddy and Cypress.

#### Internet Marketing Analyst Contract

CA Technologies USA 03/2018 - 10/2018 Islandia, NY

At one point the second largest enterprise software developer and publisher, was acquired in 2018 by Broadcom.

- Updated and created new pages in AEM on the main multi-lingual website.
- Optimized SEO and link redirects on over (5000+) pages.
- Held a part in major site migration from Automic Software.
- Embedded multiple lead generating tools and forms.

#### Junior Web Developer Internship

Automic Software 07/2016 - 09/2016 Vienna, Austria

Developed and increased enterprise adoptions of automation tools leading to acquisition by CA Technologies.

- Updated content on the site in English, German and French.
- Gained skills and experience in HTML5, CSS3 and JS building out styled-components.
- Created updated landing pages, increasing conversion rates (2X).
- Integrated Marketo and HubSpot forms.

### EDUCATION

#### Game Development and Design

SNHU 2016 - 2018 Manchester, NH GPA 4.0 / 4.0

#### High School Diploma

Home School 2002 - 2015 Salem, MA GPA 4.0 / 4.0

### SKILLS

#### General

Google Suite MS Office  
Debugging Detail Oriented  
Communication Documentation

#### Engineering

Javascript PHP HTML CSS  
SCSS SQL Linux MariaDB  
REST GraphQL Laravel Craft  
Vue JS Node JS Git SPA  
UX/UI Tailwind ReactJS  
Next JS Typescript Front-end

#### Project Management

Agile Active Collab Clickup  
Asana Jira QA Estimating  
Scoping A/B Testing Figma

#### Integrations

Salesforce Google Tag Manager  
GA Genesys Optimizely CDN  
Buddy Actifai Dropbox GitLab  
Cloudflare Cypress Blitz Caching

### STRENGTHS

**Focus**  
Detail oriented, focusing on the small details with the big picture always in mind, making sure there are clear goals and that the team is on track.

**Influence**  
Able to establish influence over the team when needed to lead and drive them toward success.