

Doug Silkstone — Senior Full-stack Engineer.

React, Next.js, Node, Express, Typescript.

About Me

A seasoned Senior Full-Stack (60/40 FE) Engineer with a robust software development and team leadership background, seeking to leverage highly specialised experience in React, Next.js, and full-stack technologies to build out sticky products that enable KPI growth.

I pivoted into full-time development after seven years in marketing & growth and have successfully built and sold three startups from scratch. It's essential that I code daily and that I can share my knowledge and experience as a mentor for others.

Having managed and delivered projects reaching millions of daily users, from Groupon and Motley Fool (Fool.com), to seed round startups like [Rightcharge.co.uk](https://www.rightcharge.co.uk), I'm looking to build more challenging products in an ambitious environment to make an impact using my extensive experience.

Technical Skills

- Languages: JavaScript (13 years), Typescript
- Technologies: React, (8 years) Next.js, Express, Node, Tailwind, Vercel, AWS, Postgres, Git
- Other: Scraping & Automation, Martech & Analytics, Startup Scaling, R&D, Growth Engineering, GPT & LLM

Work Experience

Position: Patrianna Ltd Lead Growth Engineer — (Nov 2022 - Present)

TypeScript, JavaScript, Next.js, Tailwind, React, Vercel

- Created Game Studio function from scratch as product owner and full-stack developer. Built out MVP and five high-stakes casino games, hired and led a nine-member team to take the games studio to millions of players.
- Optimised Web Core Vitals, achieving a 28% signup increase on page speed optimisation to a 1,000% improvement on time to load (av. 19sec > 1.9sec on actual user data mobile heavy landing pages with millions of monthly sessions).

<https://withseismic.com/images/portfolio/keno.mp4>

Position: [getBenson.com](https://www.getbenson.com) - Senior Full-stack Developer— (2021-2022)

TypeScript, JavaScript, React, Next.js, Node, Express

- Built SAAS App, script delivery system, and client-side script for [getBenson.com](https://www.getbenson.com) from scratch, protecting over 25 million monthly sessions by detecting and manipulating DOM events to detect web extensions and block them from rendering, working, and leaking discount codes.
- Rewrote first pass MVP to fully-fledged codebase using Express, Typescript, and Vite / ESbuild.
- Onboarded over 80 brands, including [Theory11.com](https://www.theory11.com), wrote technical documentation, and led technical sales calls with C-Suite directors to tailor Benson to their e-commerce goals.
- Commercially exited in 2023.

Position: [withSeismic.com](https://www.withseismic.com) - Growth Engineering Consultant — (2018-2021)

TypeScript, JavaScript, Node, Express

Full-time Consultancy for R&D, martech, analytics, and product development.

Client: [fool.com](https://www.fool.com) (Motley Fool)

- Architected R&D microservice solutions, saving \$25,000 monthly by eliminating external agency overheads.
- Automating content to traffic pipeline to monetize 50+ articles per day with automatic PPC campaigns within 30 minutes of publishing.

Client: [rightcharge.co.uk](https://www.rightcharge.co.uk)

- Built b2b2c lead funnel workflow to help customers share details of their new EV charger installation points with qualified installers, insurance companies, and internal CRM using Airtable, Node, and Express.
- Overhauled technical Martech & analytics stack to track events, integrate Google Analytics, Tag Manager, and automate business processes.

Client: [Photologo.co](https://www.photologo.co)

- Ran BFCM 2021 Strategy to record \$250mil revenue. Email, performance marketing & CX.
- Reduced load speeds by 9 seconds (18 > 9) and site downtime (90% > 99.8% uptime) on problematic e-commerce sites.
- Lead and managed an external performance marketing agency to increase revenue.
- I have implemented analytics setups for multiple clients (Server-side Tag Manager, Facebook Conversions API).

Position: [Vouchernaut.com](https://www.vouchernaut.com) - Senior Full Stack Software Engineer — (2018 - 2021)

Role: TypeScript, JavaScript, Next.js, Node, Express, Gatsby

- Developed affiliate network automation system to collect data, affiliate links, and discount content for over 10,000 brands internationally. Express, Node, Puppeteer.
- Built voucher publishing portal site with Express, Node, and React, serving 250k sessions monthly.
- Rebuilt site from Gatsby to Next.js, leveraging SSR and SSG to increase organic traffic by 60%.
- Sold Vouchernaut technology to Private Equity investors in 2021.

[Mekamon.com](https://www.mekamon.com) / Reach Robotics - Head of Digital — (2016 - 2018)

Go-to-market strategy for DTC consumer electronics - An AR Spider Robot - launched in Apple stores globally.

- Launched Robot Spider toys with Apple Stores internationally.
- Developed and led E-commerce (Shopify + WordPress) project for international release.
- Implemented Martech and Analytics solutions for customer site and in-app analytics (GA, GTM, Unity, BigQuery + Firebase Analytics).
- Hired and led a team across digital, marketing, customer support, and procurement.

Vouchercloud Groupon - Performance Marketing & Automation (2015 - 2016)

- Managed multi-million-pound paid search budget for 15 international websites with automation on reporting, ad generation, and feeds.
- Built internal tools with React to streamline business processes, saving 240 hours per month and cutting the SEM team's overhead by 40%.

Open-source Contributions & Side Projects

- Authored Multiple NPM Packages: [monetize-this](#), [lets-go-scraping](#), [flexoffers](#) SDK, [magic-array](#).
- prisma-to-xata Schema Converter - [See on GitHub](#)
- Chrome Extension: [Promptheus](#) - 28,000 active users speaking to ChatGPT with their voice.
- Career Wiki: [Practical Guides From A Serial Software Shipper](#)
- Technical Writing: Learnings and cheat sheets available at docs.withseismic.com

Contact Details:

doug@withseismic.com

+44 7446995626

[LinkedIn](#)

Github: github.com/dougwithseismic

Portfolio: [withseismic.com](https://www.withseismic.com)

Timezone: CET

Key Takeaways

- Skills: React, Tailwind, Next.js, Typescript, Express, Node, Python, Go
- 13 years in Software Development, Technical Marketing, Analytics, Product Development
- Hiring & Management Experience
- Open Source Contributor and Project Owner
- Built, scaled, and sold three successful startups to date.

Eight years of commercial React experience. I've hired and led cross-silo teams to build successful products at scale. React, Next.js, Node. Express. Typescript.