JAKE FAUVEL

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SUMMARY

Lead Developer & Software Engineer with 9+ years of full-stack experience, specializing in modern frontend architecture, cloud infrastructure and technical oversight. Over the past 6+ years at BRICOFLOR, I have owned the company's complete technical ecosystem - leading a small team, establishing core processes, and driving e-commerce architecture across Magento and VueStorefront platforms. My background combines hands-on full-stack development, mobile software engineering (hybrid apps/digital consoles), and API design across startup and established commercial businesses.

TECHNICAL SKILLS

• Frontend & Core Architecture: TypeScript, JavaScript (ES6+), Vue.js, VueStorefront 1, SASS/SCSS, Responsive Web Design, WordPress

• Platforms & E-Commerce Engineering: Web APIs (REST/GraphQL), Headless Architecture, PHP, MySQL, Elasticsearch, Magento 2, Laravel

• Infrastructure & Performance: MaxCluster, AWS, Docker, Nginx/Apache, PM2, Redis, PageSpeed Optimization, Web Vitals, CI/CD (Deployer)

• Data Pipelines & Analytics: Server-Side GTM (sGTM), GA4, Meta/Pinterest CAPIs, Event Deduplication, product feeds/marketplace management (Merchant Center, Channable)

PROFESSIONAL EXPERIENCE

Lead Developer | BRICOFLOR
Wuppertal, Germany | Jan 2022 – Present

Driven end-to-end technical oversight across international Magento and VueStorefront e-commerce platforms while leading engineering workflows.During this time the company has significantly increased revenue and conversions.

• Frontend & Platform Architecture: Led the architectural evolution of VueStorefront and Magento 2 stores, maintaining high frontend performance, technical SEO, modular design, and API integrations.

• Optimized the PageSpeed rendering, utilizing asset deferral, server-side caching (Redis/Varnish/VueStorefront cache invalidation tagging), and bundle analysis to boost PageSpeed scores and mobile conversions

• Engineered a server-side Google Tag Manager (sGTM) architecture integrating GA4, Meta CAPI, and Pinterest CAPI to bypass client-side tracking loss and improve conversion attribution accuracy

• Managed production server configurations across MaxCluster, AWS, and Docker environments using PM2 and automated deployment tools to maintain 99%+ system uptime

• Product Data: Built and maintained automated product feed channels via Channable and Google Merchant Center, powering dynamic catalog syncs across multiple European marketplaces

• Managed, maintained and implemented company tools including: Passbolt server, Wiki.js, time tracking tools, Jira + service desk

Full Stack Web Developer | BRICOFLOR
Wuppertal, Germany | Oct 2020 – Dec 2021

• Platform & Features: Managed, updated, and optimized 15+ international e-commerce storefronts, building custom components and modules across Magento 1 & 2 backend services and headless VueStorefront frontends.

• E-Commerce: Owned tracking and analytics implementations, technical SEO optimizations and product data feeds for external marketplaces.

Music Tribe – Mobile Software Developer
Willich, Germany | Dec 2019 – Oct 2020

• Engineered a hybrid cross-platform application (iOS/Android) built in JavaScript and Web Components to deliver real-time control for digital mixing consoles.

• Implemented low-latency WebSockets for hardware communication, automated builds via Gulp, cross platform builds using Cordova and deployed releases to Google Play Console / App Store Connect.

Tillo – Software Engineer
Brighton & Hove, United Kingdom | July 2017 – Dec 2019

• Engineered full-stack features and API services using Laravel and Vue.js to support a high-volume digital gift card platform, building direct integrations with brand APIs and processors to generate gift cards in real time. Maintained and updated branded partner hubs and client-facing web applications used by external selling partners.

• Developed automated E2E tests in Cypress.io and monitored cloud infrastructure (AWS S3) across staging and production environments. Responsible for partner support requests to ensure a high level of service.

EDUCATION & CERTIFICATIONS

University of Brighton
Digital Media Development (BSc) renamed now to Software Engineering (BSc) – First Class Honours (GPA 4.0)

Greater Brighton Metropolitan College
Access to Computing – 36 credits at Distinction, 9 at Merit

Patcham High School
9 GCSE's – All B and above