

Paulo Amaral

Software Engineer

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Adaptable Software Engineer with a strong emphasis on marketing technologies, security, and compliance, proficient in a range of technologies including **JavaScript**, **TypeScript**, **React JS**, **React Native**, and **Node JS**.
I bring a security-focused approach to all aspects of software development, ensuring robust and secure solutions.

Tech Skills

- JavaScript

- iOS Apps

- GraphQL

- AWS/GCP

- Lint

- TypeScript

- Android Apps

- HTML/CSS

- SQL/NoSQL

- Jest.js

- React.js

- Node.js

- SASS/SCSS

- GA4

- Web3

- React Native

- Express

- Git

- Wordpress

- And more...

Experience

MarTech Engineer

Prezzee | Jul 2024 - Present

Prezzee is a global digital gifting platform known for its innovative approach to e-commerce and personalised gift card solutions.

Driving customer engagement and conversion through experimentation and MarTech innovation. As a MarTech Engineer, I collaborate with a global and diverse customer base to elevate their experience with our platform, specialising in MarTech tools such as Segment CDP, HubSpot CRM, and Google Analytics. I own critical SaaS integrations and partner with Marketing, Data, and Product teams to translate growth and marketing requirements into engineering deliverables that accelerate experimentation, enhance customer engagement, and drive business value.

- Built and launched end-to-end growth experiments using Segment, HubSpot, and GA4 to improve acquisition and conversion rates.

• Collaborated with product and marketing to design and implement A/B tests across landing pages and onboarding flows.

• Implemented event tracking and customer data pipelines to enable faster iteration and data-driven insights.

• Created custom tracking solutions that sped up engineering efforts and improved data quality.

TypeScript | ReactJS | NextJS | Segment CDP | GA4 | HubSpot | Braze and more

Information Technology Instructor

Laneway Education (contract) | Jul 2024 - Dec 2024

As an Instructor for the Diploma of Information Technology, I lead two specialised classes: Web Development and Cyber Security.

Senior Web Developer

City of Casey | Dec 2023 - Jul 2024

The City of Casey is a growing municipality in Melbourne's southeast, known for its diverse community and focus on sustainable development.

As a Senior Developer, I was responsible for:

- Creating digital solutions that are integral to improving community engagement and streamlining operations, utilising Drupal and PHP to build scalable, robust web applications.
- Guiding junior and mid-level developers through code reviews, one-on-one sessions, and team discussions to elevate their technical skills and foster a collaborative team environment.
- Collaborating with stakeholders across different departments to understand business requirements and translate them into technical solutions that enhance service delivery and community satisfaction.

Drupal | PHP | CSS/SASS | Cloud | WCAG | CI/CD | Customer Service and more

Software Engineer - React Native / TypeScript

Nine - Radio | Jul 2022 - Aug 2023

Nine Entertainment is a leading Australian media company with radio and television broadcasting holdings, newspaper publications and digital media.

- Developed cross-platform mobile applications (iOS/Android) and web solutions using modern JS/TS powered by React Native.
- Contributed to full-stack builds for experimentation-driven products and analytics dashboards, enabling data-informed decision-making.
- Built an enterprise-level streaming app that improved playback reliability and user retention, while integrating analytics and reporting systems to measure engagement and optimise content strategy.

TypeScript | React JS | React Native | Node JS | CSS/SASS | Cloud | GraphQL | and more

Software Developer - Consultant

Servian | May 2021 - Jul 2022

Servian is a leading Australian Software Consulting company. Servian follows the best industry practices and hires only the best professionals.

- **ING Bank** - Front-end in the release of a new feature in the Orange Mobile App.
- **Westfield (Scentre Group)** - Built real-time front-end dashboards using React, GraphQL, and WebSockets for AI/ML-based vehicle recognition across ANZ car parks.
- **Myer** - Developed a chatbot front-end using React and Google Dialogflow, enhancing personalised gift recommendations through behavioural analytics.
- **Koala** - Built a Customer Data Platform (Segment) pipeline, capturing multi-source events, processing data via AWS Lambda, and streaming to Snowflake for marketing optimisation.
- Contributed to **experimentation frameworks** and **marketing integrations** that improved engagement and conversion visibility across client products.

Software Engineering Intern

10xEvolve | May 2020 - Mar 2021

10xEvolve is a startup that follows the Pivotal Methodology of bringing together agile, lean, collaborative, and iterative approaches to its culture

- As an intern, I was a junior developer responsible for building 10xEvolve's website, a custom email service and the authentication component of the app

TypeScript | React | SASS | Node | Express | GCP | Pair programming | TDD

Web Developer - WordPress

Settlement Services International | Jul 2020 - Jan 2021

SSI is an NGO that helps new Australian immigrants to start up their businesses.

- WordPress, HTML, CSS, WooCommerce, Themify, WPBakery and a wide range of plugins were used to build those websites

Education

Master of IT (Computer Science)

Queensland University of Technology (QUT) | Aug 2024 - Jul 2025

This program focuses on advanced computer science concepts, including software development, data structures, algorithms, and artificial intelligence, preparing students for complex problem-solving and leadership roles in tech innovation.

Graduate Certificate in Cyber Security

UNSW Sydney | Jul 2023 - Jun 2024

This course provides a comprehensive introduction to security engineering principles and practices for the design, operation, and assurance of secure systems.

Diploma of IT

Academy of Information Technology (AIT) | Jul 2020 - Jul 2021

- Completed Introduction to Web Development (HTML, CSS, Design and Planning), C++ 1 & 2, Foundation Programming, Information Systems, Database Systems, Discrete Mathematics, and Introduction to Software Engineering
- Average HD - Achieved six High Distinctions and two Distinctions

Software Engineering Immersive

General Assembly | Aug 2019 - Feb 2020

Intensive web development bootcamp focused on acquiring problem-solving skills

- HTML, CSS, JS, jQuery, Bootstrap, Ruby on Rails, React, Express, Node.js, MongoDB, SQL, Postgres, Github, and Heroku

Certifications

- Scrum Fundamentals
- Scrum Master
- ISC2 CC - Certified in Cybersecurity