Raymond Keating

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EDUCATION

B.S. in Computing and Business (**Honors**) | **Brock University** | **St. Catharines, ON**
Notable Courses & Marks: Artificial Intelligence (96%), Software Engineering I & II (92%), User Interface Design (92%), Managerial Accounting (90%), Commercial Law (90%). Graduated with First-Class Standing (80%+ average)

TECHNICAL SKILLS

Programming Languages: HTML, CSS, JavaScript, TypeScript, PHP, Python, Apex/LWC (Salesforce), SQL
Tools & Technologies: Salesforce, HubSpot, Sharepoint, Figma, AWS, Wordpress, React, Next.js

RELEVANT EXPERIENCE

Technical SDR | Strapi | Remote   **July 2024 - Present**

- Generated over **$2.65M in sales pipeline** by qualifying leads from MQL to SQL, consistently exceeding monthly pipeline targets.
- Led over **75 discovery calls** in the past 4 months with development teams worldwide, uncovering project requirements, pain points, and applying **BANT qualification** to accelerate conversions.
- Developed **custom CRM reports, dashboards, and snippets**, reporting on OKRs.
- **A/B tested email copy** to optimize outreach effectiveness for inbound & outbound prospects.
- Provided **technical support and consultation** to early-stage prospects, reducing friction in the sales process.

Software Development Manager | Civiconnect | St. Catharines, ON   **December 2022 - June 2024**

- Led a team of **25 entry-level/mid-level developers** per cohort, making key technical decisions, resolving blockers, troubleshooting, and actively participating in agile meetings, sprint planning, and code reviews.
- Delivered **20+ client projects** in an 18 month period, including website redesigns, job boards, internal portals, tourism hubs, and CI/CD pipelines, ensuring smooth execution and client satisfaction.
- **Managed AWS infrastructure** for 40+ clients, overseeing EC2 instances, S3 buckets, RDS databases, DNS configuration, SSL certification, and data migration with no downtime.
- **Engaged directly with clients**, conducting technical discovery calls, delivering product demos, providing training on custom-built CMS solutions, and **aligning project outcomes with business needs**.

Software Development Team Lead | Civiconnect | St. Catharines, ON   **May 2020 - November 2022**

- **Led a team of four developers** in the design and development of full-stack web applications using Figma, React, Next.js, Express, and Strapi, ensuring modern, responsive, and scalable solutions.
- Designed and developed web applications with complex features, including full CRUD operations, user authentication, payment integrations, multi-language support, and more.

PROJECTS

Salesforce / Docketwise Integration   **April 2024**
- Designed and developed a one-click integration between Docketwise and Salesforce.
- Used to transfer 150+ Salesforce contacts and opportunities to Docketwise

Strapi Location Field Plugin   **February 2024**
- Adds a location field to the Strapi CMS. Used by hundreds of developers in production.
- Over 10k downloads on NPM.

ImageSorter.io   **October 2023**
- A free, AI-powered web tool for tagging and organizing photos.
- Averages 300-400 unique users each month.