

## PROFILE

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Samora is intrinsically motivated, focused on implementing eHealth solutions and attentive to data analysis to improve workflow and outcomes in healthcare systems. Over the past 5+ years, he has focused on building ideas into award-winning solutions as a web developer & consultant in the healthcare and commercial market. He combines his technical background and experience in challenging start-up environments to implement intuitive platforms that satisfy stakeholder objectives.

## KEY ACHIEVEMENTS

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- Successfully launched and delivered eHealth platforms to a healthcare market with <5% health technology adoption
- Created carnival band management system which reduced registration time for members and improved staff and customer experience of 4,000+ members
- Gained 4 awards and recognitions for innovative eHealth platform solutions

## EXPERIENCE

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### **Co-Founder & Front-End Developer**, [MediRevu](#), March 2014 – June 2016

Health tech company creating solutions for health and clinical professionals to improve clinical workflow.

- Developed multi-platform mobile apps for clients including CARPHA (Caribbean Public Health Agency) and the Diabetes Association of Barbados to improve patient engagement and increase staff productivity
- Collaborated face-to-face and remotely with a 3-member team to form data-driven strategic plans and requirements research from clinical stakeholders
- Researched healthcare innovations and trends focused on user adoption and UI/UX to implement in product development
- Applied LEAN software lifecycle methodologies to app development
- Collaborated with team on business development (idea to launch) with LEAN startup methodologies
- Devised customer acquisition strategies and workflows based on digital funnels with social media platforms, Google AdWords and Analytics

### **Web Consultant**, [Freelance & Consultancy](#), June 2007 – Present

Worked with clients in the tourism, technology and creative industries to develop website solutions, increase their digital presence and customer touchpoints.

- Integrated e-commerce, reporting and registration into clients' websites
- Supported clients in system use and training through concise document guides, 1-to-1 sessions and remote assistance via email and telephone
- Migrated out-of-date and static websites to dynamic mobile responsive websites
- Implemented solutions, based on requirements research with clients, to develop custom web/mobile applications to increase business efficiency by automating customer interaction processes

### **Notable Projects**

#### [Revelrii](#) – 2011-Present

Developed a web application for carnival bands to manage registration, costume sales, customer relationships and inventory management of 3,000+ members.

- Improved resolution time of customer queries with more efficient information access
- Analysed data from 4,000+ transactions via reports from SQL queries to gain insights to develop new business cases, improve functionality and user experience

- Upgraded system's security, performance and functionality through refactoring of code and implementing enhanced task and user workflows

#### [Red Donor](#) - 2013-2014

Founded non-profit organisation aimed at increasing the amount of donated blood available to health care facilities within the Caribbean region.

- Produced LEAN startup business plan and strategy documents for presentation to investors and stakeholders
- Gained recognition at Caribbean Innovation Competition 2013, Young Americas Business Trust (YABT) Entrepreneur of the Month award for April 2014 and Sagicor Visionaries 2014
- Lead development for web application and website utilising MVC frameworks and modern workflows including NodeJS, AngularJS, LESS and GruntJS
- Designed project branding and promotional/marketing materials

#### **Intern & Web Consultant, [Caribbean Development Bank](#), June 2009 – June 2010, June 2012- August 2012**

Worked in the Information and Technology Solutions Department (I&TSD) of the bank in the Service Support and Technology Solutions Units.

- Promoted from intern to temporary consultant after 2-month internship
- Lead redesign, implementation and upgrade of web intranet portals for company departments
- Supported and trained staff via face-to-face sessions and user guides on use of upgraded portals
- Developed prototype web application for reporting 120 I&TSD KPIs

## EDUCATION

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### **MSc in Information Systems (Health Information Management) with Distinction**

*Dissertation Topic: Low Adoption & Usage of Mobile Health Applications*

Kingston University London, UK, September 2014 – September 2015

### **BSc in Computer Science with Management**

University of the West Indies (UWI), Cave Hill, Barbados, August 2005 – June 2009

## TECHNICAL SKILLS ([GIT REPO](#))

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### Skills

HTML, CSS, Angular 2/4, Node.js, AngularJS, WordPress, Ionic, Cordova, Git, Grunt/Gulp, Magento eCommerce, PHP CodeIgniter, MySQL, Karma, MongoDB, UML

### Tools

Git, BitBucket, Photoshop & Illustrator, SQL Server Studio, Google Analytics, Google AdWords, MS Office, Amazon Web Services, Zachman Framework

## AWARDS AND ACHIEVEMENTS

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- Shortlisted for Social Enterprise Award at Kingston University (2015)
- Lean Launchpad Program at University of the West Indies (2014)
- 1st Prize in Digital Jam 3.0 "Pioneers of the Caribbean" (2014)
- Social Enterprise Finalist in the Caribbean Innovation Competition (2013)
- Youth Delegate at the Inter-Regional Preparatory Meeting of Small Island Development States (SIDS) Meeting (2013)

## LANGUAGES

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English (Native), German (Learning)