# Franco Neri
### Full Stack Dev

Franco Neri - Niles, IL
linkedin.com/in/franco4785
fneri.com | franco4785@gmail.com

## PROFESSIONAL SUMMARY

- Full Stack Developer with 10+ years of experience building fast, scalable websites, internal tools, and API integrations. Expert in WordPress, HubSpot API, GTM/GA4, and server management (WHM/cPanel). Strong communicator with a proven ability to translate technical concepts for non-technical teams, improve internal workflows, and deliver reliable solutions that enhance performance and business efficiency.

## SKILLS

- **Web Development:** HTML, CSS, SCSS, JavaScript, PHP, jQuery, Responsive Design, UX/UI, Custom WordPress Plugin and Theme Development

- **WordPress / CMS:** WordPress, Elementor, WPBakery, Custom Post Types & Custom Taxonomies, WooCommerce, Advanced Custom Fields (ACF) / custom fields, hooks, filters.

- **APIs & Integrations:** HubSpot API, Custom API Development, Web Services Testing, Google Chrome Extensions

- **Platforms & Systems:** WordPress, WHM/cPanel, MySQL, Dedicated Server Configuration, DNS Management, Networking

- **Marketing & Analytics:** Google Tag Manager (GTM), Google Analytics 4 (GA4), SEO, Lead Generation Tracking, Conversion Optimization, MailChimp, HubSpot

- **Tools:** Adobe Creative Suite, Figma, Microsoft 365, Macros, Git, Terminal/CLI

## PROFESSIONAL EXPERIENCE

**Full Stack Developer** at DCC Marketing, Chicago, IL                                    Oct 2023 to Current

- Built and maintained responsive websites for client campaigns, improving performance and accessibility.
- Implemented and maintained Google Tag Manager setups, resolving tracking issues and ensuring accurate GA4 data.
- Automated lead workflows by integrating internal forms with the HubSpot API.
- Advised design and marketing teams on technical feasibility, improving the handoff process.
- Conducted site audits, fixed issues, and optimized templates and website for better user experience and site speed.
- Integrated Custom Post Types and Taxonomies to better manage data and usability.
- Ensured compliance with accessibility best practices (WCAG), cross-browser compatibility, and performed page-speed and rendering optimizations to improve user experience and performance.

**Full Stack Developer** at ROOT3 Marketing, Chicago, IL                                    Sep 2018 to Nov 2023

- Built large-scale, responsive websites and custom-coded applications for clients using Elementor and custom built themes.
- Configured and maintained dedicated servers, DNS, and email systems to ensure high stability and uptime.
- Developed a high-performance internal application in HubSpot supporting a business generating $1M+ in annual revenue.
- Created custom WordPress plugins, theme components, and Google Chrome extensions to extend site functionality and improve team efficiency.
- Monitored server logs, optimized load speeds, and ensured cross-browser compatibility across all projects.
- Analyzed and configured email systems for RFC compliance, SMTP relays, and API-driven delivery.
- Coordinated with client IT departments to plan website launches and implement technical strategies.

**Web Developer** at Olive Street Design, LLC, Villa Park, IL                                    Aug 2014 to Sep 2018

- Built custom WordPress websites tailored to each client's brand, goals, and growth strategy.
- Led discovery sessions to define requirements and translate business needs into technical solutions.
- Produced creative assets including banners, graphics, and on-site content to enhance UX and brand consistency.
- Collaborated with marketing, sales, and merchandising teams on integrated digital campaigns.
- Analyzed performance data to identify trends and optimize project outcomes and timelines.

## EDUCATION

- Bachelor of Arts in Interactive Media Studies (Tech Track) at North Central College, Naperville, IL
- **Minor:** Computer Science & Studio Art