

PROFESSIONAL SUMMARY

- Full Stack Developer with 10+ years of experience building high-quality, design-driven web experiences across CMS platforms, marketing sites, and custom integrations. Deep expertise in WordPress development and front-end implementation, with a strong focus on performance, accessibility, and interaction detail. Experienced collaborating closely with designers and stakeholders to translate creative direction into refined, user-focused interfaces and scalable content systems. Additional background in analytics implementation (GTM/GA4), API integrations, and hosting environment management (WHM/cPanel).

SKILLS

- **Web Design & Development:** HTML, CSS, SCSS, JavaScript, PHP, jQuery, Responsive Design, UX/UI, WCAG Accessibility, AI Tools, Tailwind, 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

Wordpress Architect at Americaneagle.com, Des Plaines, IL

Feb 2026 to Current

- Built and maintained responsive websites for client campaigns, improving performance and accessibility.
- Led technical discovery and collaborated with designers, project managers, and clients to translate requirements into scalable, maintainable digital experiences.
- Built and extended integrations with third-party systems (eCommerce, CRM, tax, and marketing platforms), including WooCommerce-based implementations with custom business logic.
- Managed production environments across hosting, performance optimization, and troubleshooting, ensuring stability and improving site performance and user experience.

Full Stack Developer at DCC Marketing, Chicago, IL

Oct 2023 to Oct 2025

- 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.

PROFESSIONAL EXPERIENCE

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