

WordPress & WooCommerce Engineer with 7+ Years Experience

About Me

I am a WordPress wizard who knows how the customer thinks, and I have been helping businesses reach their online goals for over a decade.

My philosophy is to help projects succeed by writing clean code, while at the same time constantly iterating and improving. I believe proper web maintenance is much like getting your oil changed.

I also have a heavy background in SEO, and I develop websites that absolutely excel in the search engines. I do this by ensuring core web vitals, automating the use of search engine friendly markup, and building out/implementing third party tools that help web properties manage the SEO themselves.

All front end code is responsive, and all backend code is fully unit tested.

Skills/Tools

WP REST API

PHP/PHPUnit

Roots.io
(Sage/Bedrock)

HTML/CSS/
TailwindCSS

Webpack

Git/SVN

WPEngine/
Cloudways

AWS/Digital
Ocean

Elementor/
WP Bakery

YoastSEO/
RankMath

SEMRush/
Ahrefs

Google
Analytics
(GA4)

Freelance / UpWork July 2021 - Present

ConcreteIron

concreteiron.com

WooCommerce Multivendor Website Development

Concreteiron.com is a multivendor WooCommerce site that allows anyone to list concrete equipment for sale. I developed the site in it's entirety, including both the front and backend, by heavily customizing the Lisfinity theme. I used ReactJS to customize the Dashboard, and PHP to extend the theme and build a custom plugin to achieve a level of customization required for a large ecommerce site.

- Heavily customized the multivendor theme Lisfinity
- Developed a plugin that extended Lisfinity & WooCommerce, that allowed users to list equipment for sale as well as purchase various package products
- Customized a fields builder that manages categories and fields, as well as built a suite of simple APIs to update them
- Built a customized dashboard for vendors to view analytics a manage listings, including editing, deleting, marking as sold, renewing packages, and more
- Developed various custom WP status's that allowed vendors to mark their listings as sold, expired, and incomplete. Expired listings surfaced in the SERPs.
- Completed a data import with 1,500 listings dating back to 7 years
- Built a module that generates dynamic SEO title and meta tags for filtered pages
- Integrated a customized React-based Gravity Forms to allow customers to send messages to specific vendors
- Built all front end pages
- I was added as a core contributor to the Lisifinity theme as a result of launching the website

Unchained

unchainedcrypto.com

SEO/Consulting & Website Maintenance

I helped the Unchained Podcast rank on the first page of Google for "Crypto Podcast" by optimizing the performance of the website. I created content for category pages, opitmized titles and meta, and I developed and implemented a Crypto Glossary.

I then helped the owner obtain the domain name unchainedcrypto.com (formerly unchainedpodcast.com) to help her in her plans of launching a new website.

The Pretty Obsessed

theprettyobssed.com

WooCommerce, ShipStation, & Kaviyo

Not my typical project, but an essential one. I helped the owner implement an email marketing flow that was fully integrated with WooCommerce, ShipStation, and Klavio.

This involved syncing the three applications in order to get them working in unison. I also provided supplemental support designing the website as well as building the HTML email templates using a TailwindCSS Email framework.

Bluefield Identity

Custom WP Plugin

I am building a custom plugin that helps business owners save on Google Ad spend by filtering out bots. I built the UI/and backed functionality such as the settings and rest API. The plugin is fully unit tested using PHPUnit & WP Mock.

Administrators are able to use the plugin to target specific client variables, such as Google UTM parameters and server data in order to track visitors to the website and prevent click fraud.

Forms for Sparkloop

namesbee.com

Custom WP Plugin

I built a custom plugin for namesbee.com which generates a newsletter sign up form that recommends additional newsletters that are part of the Sparkloop publisher program.

The plugin simplifies the sign up process as users can simply enter the shortcode [sparkloop_form] on any WordPress page to create a sleek and modern form that generates revenue by recommending newsletters.

AngelsGardenGifts

angelsgardengifts.com

WooCommerce/Elementor

I helped anglesgardengifts.com - a small local business that sells garden gifts and art - migrate to a new WooCommerce site by building out the menu and page templates using Elementor.

I also acted as an SEO consultant, and helped the business owner set up all of his GA4 tools as well as web entities.

FlyingMag

flyingmag.com/flight-schools

Custom WordPress Directory

I developed a schools directory for FlyingMag, which enabled the company to secure an annual six figure promotional deal with ATP flight schools. The contract was secured 2 weeks after launch.

I collaborated with the FlyingMag authors. editors, and pilots, to create a system that ranked flight schools a set of filterable criteria. Fully integrated with WordPress, admins can upload schools to the backend which will populate in the directory.

Additional Experience

Audio Assemble

audioassemble.com

Nov 2017 - October 2021

Founder/Owner

Founder and owner of web property Audio Assemble - a website geared towards helping musicians gain an edge in their career.

- Develop site as well as new features, modules, and components of the site. One example is the music school directory where we rank the best music schools in the US using a point based ranking methodology
- Build relationships with industry leaders in music equipment and music production software
- Develop strategies for lead generation for a number of partners through content marketing and other online initiatives
- Developed content strategy and manage a team of creatives and audio engineers that create guides, tutorials, and top lists
- Perform all SEO/SEM duties.
- Contribute articles as an author and optimize. Have personally written many articles that rank in #1 on Google for high volume and competitive keywords
- Our site has been featured on many well known and industry leading blogs, news sites, and university press articles

Amazon AWS

aws.amazon.com/blogs

Jun 2019 - October 2020

WordPress Engineer

Led engineering efforts for maintaining AWS Blogs multisite WP Instance.

- Maintain PHP for the entire organization, including updating both PHP and PHPUnit
- Develop and maintain WordPress plugins that empower AWS writers
- Represented AWS blogs during AWS Cookie Consent initiative in accordance with EU Cookie Laws
- Achieved operational excellence by implementing best security practices including ongoing audits, and dedicated security plugins, such as the secure email plugin
- Developed library to detect Amazon Apollo environments
- Work with AWS main site to push blogs to content directory, to be used on various parts of the website

Microsoft

ageofempires.com & other Xbox sites

Sep 2016 - March 2019

Developer

Full stack web developer specializing in WordPress PHP engineering and front end development.

- Build large portions of the front end and backend for a suite of advanced media sites for Xbox and MS video games including Age of Empires: DE, State of Decay 2, Kitty Hawk, Microsoft Casual Games, Killer Instinct and other world renowned titles.
- Develop reusable and responsive modules and custom WordPress plugins that are distributed throughout Microsoft Global Publishing's suite of sites. These modules included social media components, custom comments & discussion boards, video galleries, stats and clans features that integrated with Xbox Live, MS authentication, and more.
- Create infrastructure that reduces lead time, and optimized processes for getting new lines of code pushed to the end user
- Continually learn new technology and best practices for leading web technologies including PHP 7, Laravel, Javascript jQuery, es6, webpack, babel,HTML5, CSS, SASS, CSS frameworks (mainly Foundation), Git and WordPress