Ethan Rogers

WordPress Web Developer

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New York, NY

[LinkedIn](#)

WORK EXPERIENCE

White Canvas

WordPress Web Developer

New York, NY | 2024 - current

- Optimized server-side functionality with PHP, **expediting backend processing by 41%** and saving 7 hours on maintenance per week
- Conducted a comprehensive SEO audit with WordPress plugins, improving client search rankings by 317 positions
- Spearheaded the development of 18 custom websites using WordPress, completing projects nine days ahead of deadlines
- Developed semantic web pages with HTML5, enhancing accessibility for over 1,074 visually impaired users per year

Brand Force 5

Web Content Specialist

New York, NY | 2021 - 2024

- Improved site aesthetics and functionality with CSS3, increasing customer approval ratings by 24%
- Provided technical support using MySQL, **ensuring 99.4% uptime for client databases** and cutting downtime by 8 hours per month
- Integrated jQuery streamlining front-end interactions, reduced page load time by 1.8 seconds across 22 websites
- Implemented dynamic elements using JavaScript, increasing visitor interaction by 3,864 clicks per week

MustBeOnline.net

WordPress Designer

Rochester, NY | 2019 - 2021

- Built custom page layouts with Elementor, reducing design revisions by 12 hours per project and expediting client approvals
- Designed and **customized 36 client websites** using WordPress, achieving an average client satisfaction rating of 9.6/10
- Collaborated with a team of four designers and developers, using Git for version control, ensuring project consistency
- Enhanced mobile responsiveness with Bootstrap, boosting mobile user traffic by 1,462 visitors per month for 4 client sites

SKILLS

- WordPress
- PHP
- MySQL
- JavaScript
- HTML5
- CSS3
- jQuery
- Bootstrap
- Elementor
- Git

EDUCATION

Bachelor of Science

Web and Mobile Computing

Rochester Institute of Technology

2016 - 2020

Rochester, NY