Max Barrera

Full-Stack Developer & SEO

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PROFESSIONAL SUMMARY

Full-stack developer and SEO with 7+ years of experience bridging web development, SEO, and analytics-driven growth. I combine the mindset of a developer with the strategy of a marketer—designing, building, and optimizing web ecosystems that perform. I've led large-scale rebrands and developer-portal launches that improved performance, accessibility, and user engagement, while implementing enterprise-grade analytics and consent frameworks to drive measurable impact.

EXPERIENCE

RootstockLabs

Senior Webmaster - SEO & Web Strategy

2021 - 2025

RootstockLabs builds open-source blockchain infrastructure that extends Bitcoin's capabilities through smart contracts and DeFi innovation. I led several large-scale website rebrands and helped unify the company's multi-domain web ecosystem—making it faster, more consistent, and easier to maintain across teams and stakeholders.

Highlights**:**

- Directed end-to-end redesigns and launches for Rootstock.io, DevPortal, and Rootstock Collective, consolidating multiple CMSs into a maintainable Gatsby + WordPress stack.
- Relaunched the developer portal, which earned Best Accessible Multimodal Documentation (2024) recognition for its accessibility, multilingual structure, and responsive design.

- Implemented modern CI/CD pipelines on Vercel and Flywheel, improving deployment speed and version control reliability.
- Enhanced Core Web Vitals and SEO performance through advanced caching, image optimization, and schema markup.
- Implemented ADA/WCAG accessibility standards, advanced security headers, and CMP/Consent Mode for global compliance.

Blue Coding / Resolve Digital

Marketing Consultant

2020 - 2021

I led full website rebuilds and rebrands for two digital-service firms, blending technical development with content and inbound marketing strategy. Projects included a major CMS migration and a static-site modernization focused on performance and usability.

Highlights:

- Oversaw a content migration from October CMS to WordPress, including custom theme development, SEO preservation, and 301-redirect mapping.
- For Resolve Digital, rebuilt the company website using Jekyll and CloudCannon CMS, delivering a lightweight, fast static site for a luxury e-commerce development agency.
- Increased the value of organic traffic to $7K+ per month through SEO content creation, keyword optimization, and technical site improvements.
- Improved site structure, metadata, and technical SEO for both brands, boosting visibility and load performance.
- Managed and optimized Google Ads (PPC & Display campaigns), reporting on performance and refining for ROI.
- Implemented HubSpot CRM workflows and reporting to improve attribution and streamline lead tracking.

Predictable Revenue

Marketing Coordinator

2018 - 2020

Predictable Revenue is a global sales-consulting company helping B2B organizations scale outbound growth. My role focused on enhancing organic visibility, improving conversion flow, and optimizing website performance.

Highlights:

- Improved site performance by implementing SEO audit recommendations, raising site score from the low 60s to the high 90s.
- Helped develop and launch a chatbot integrated with CRM to optimize inbound inquiries and accelerate lead qualification.
- Contributed to outbound prospecting operations, leveraging tools like DiscoverOrg and ZoomInfo to build targeted lead lists.
- Implemented advanced email deliverability protocols (SPF, DKIM, DMARC) to ensure outbound campaigns reached inboxes and reduced bounce rates.

SKILLS

Full-Stack Web Development & CMS

Experienced in building and optimizing websites using React, Next.js, Gatsby, and Docusaurus, with strong knowledge of HTML, CSS, and JavaScript. Skilled in managing both traditional and headless CMS platforms, including WordPress, Contentful, and Strapi, with expertise in site migrations, rebrands, and multi-site ecosystems.

Light back-end experience with Node.js, REST APIs, GraphQL, and database integrations (MySQL, MongoDB), enabling seamless integration between front-end frameworks, CMS platforms, and analytics/marketing systems.

Technical SEO & International Optimization

Proven ability to scale organic traffic through technical SEO audits, site speed/performance optimization, schema implementation, and CRO frameworks. Specialized in international SEO and localization workflows (Crowdin), accessibility

compliance (ADA/WCAG), and developer portal optimization (award-winning 2024 relaunch).

Marketing Operations & Campaign Management

Hands-on experience with HubSpot CRM & CMS, Salesforce integrations, and campaign automation. Skilled in domain and email configuration with advanced knowledge of deliverability (SPF, DKIM, DMARC). Supported paid campaigns through Google Ads, PPC, and Display optimization with full-funnel reporting on performance.

Security, Accessibility & Compliance

Implemented advanced security headers, Google Consent Mode via CMPs, and GDPR/CCPA frameworks to ensure compliance, protect user data, and maintain accurate analytics. Strong advocate for inclusive design and accessibility, with award recognition for creating accessible, multimodal digital environments.

CERTIFICATES

Google

Advanced Google Analytics, Google Ads Search Certificate, Google Ads Display Certificate, Google Ads - Measurement Certificate, Google Tag Manager Fundamentals, Fundamentals of Digital Marketing Certificate (Google Digital Garage)

Hubspot Academy

Inbound Certificate, Email Marketing Certificate, Social Media Marketing Certificate, Inbound Sales Certificate, Inbound Methodology Certificate

SEMrush Academy

Technical SEO, Link Building, Backlink Management, Competitive Analysis & Keyword Research, Mobile SEO, Content Marketing & SEO Fundamentals, Keyword Research, On-page Technical SEO, SEO Fundamentals Exam

Free Code Camp

Responsive Web Design

EDUCATION

UNH, Durham, New Hampshire