

Michelle Blanchette

Full Stack, Senior Web Developer
Specialized in React, TypeScript, WordPress, and APIs

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PROFILE

Senior Full-Stack Web Developer with 8+ years of experience delivering high-impact web applications from architecture to deployment to monitoring. Expert in **WordPress, React, TypeScript**, and **API integrations**, with a track record of measurable wins including reduced release prep time by **92%**, cut API costs by **70%**, and **doubled conversions** via 50% faster load times. Thrives in autonomous, data-driven teams where engineering excellence drives valuable business results.

TECHNICAL SKILLS

WordPress, React, TypeScript, JavaScript (ES6+), Next.js, Redux, PHP, REST APIs, Node.js, Docker, MySQL/Postgres, Git, GitHub, CI/CD, SEO, Performance Optimization, Automated Testing (Cypress/Puppeteer), Server Administration (Linux, NGINX), Analytics (GA4), A/B Testing, Cloud Platforms

EXPERIENCE

See my most recent data-driven results: <https://michelleblanchette.github.io/>

Senior Web Developer, DentalPlans.com • Remote • 2023–Present

- Own development of website applications using **WordPress VIP, React**, and **TypeScript**
- Lead frontend performance optimization, SEO, and A/B testing to improve conversion rates
- Integrate APIs, track real-user monitoring, and enhance UI polish across critical marketing flows

Technical Lead / Founder, Purple Turtle Creative • Self-Employed • 2020–Present

- Build custom software products and web apps using **React, TypeScript, Next.js, Supabase, Vercel**, and **WordPress**, specializing in niche **API integrations**
- Architect and implement CI/CD pipelines, customer support systems, usage analytics, and licensing infrastructure in addition to LEMP system administration of various applications
- Manage the full-stack business infrastructure from marketing site to backend fulfillment and communication automation with personalization

Software Engineer, Hearst • Remote • 2021–2022

- Developed hyper-personalized marketing apps using **React, Redux Toolkit**, and **WordPress**
- Automated content workflows, importing structured data into dynamic WordPress experiences
- Created **Docker**-based local dev/test environments integrated with dynamic email system **APIs**

See my full history and open source contributions: <https://www.linkedin.com/in/michelle-blanchette/>

EDUCATION

B.S. Web Development, Murray State University • 2018

GPA: 4.0 / 4.0 — Outstanding Senior Award, Who's Who Among Students, multiple honors

Associate of Arts, Henderson Community College • 2016

GPA: 4.0 / 4.0 — Mathematics Excellence Award, Dean's List, multiple honors