Robert Benney

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Summary

WordPress Content Designer and Frontend Developer with extensive experience structuring, building, and maintaining large-scale content-driven platforms. Specializes in Gutenberg-based layouts, information architecture, and accessible, responsive design. Proven ability to translate content strategy and IA into polished, editor-friendly WordPress experiences while collaborating closely with designers, developers, and stakeholders.

Technical Skills

HTML5 | CSS3 | JavaScript | PHP | SQL | WordPress (custom themes & templates) | React | jQuery | Bootstrap | MySQL | Git/GitHub | REST APIs | WCAG 2.1 / Section 508 accessibility | Responsive & mobile-first design

Professional Work Experience

Assistant Director of User Online Experience　　　　　　　　**November 2023 - Present**
Capitol Technology University　　　　　　　　　　　　　　　　　**Laurel, MD**

• Served as the primary WordPress content architect for an enterprise-scale Knowledge Base supporting students, faculty, and staff.
• Designed and implemented site-wide information architecture, navigation models, taxonomies, and page templates to improve content discoverability.
• Built and maintained Gutenberg-based page layouts, combining native blocks with custom patterns to support flexible editorial workflows.
• Customized block styling and layouts using CSS to ensure consistent visual hierarchy, responsiveness, and WCAG-compliant accessibility.
• Led large-scale content migrations and restructuring efforts, standardizing formatting and improving usability and SEO.
• Collaborated with stakeholders to translate IA blueprints, content requirements, and user needs into live WordPress implementations.
• Documented content models, page structures, and editorial guidelines to support long-term reuse and maintainability.
• Conducted ongoing accessibility audits and remediated WCAG / Section 508 issues across the Platform.

Web Developer | Web UX Consultant　　　　　　　　　　　**November 2022 - Present**
Freelance　　　　　　　　　　　　　　　　　　　　　　　　　　　**Remote**

• Designed, developed, and maintained custom WordPress websites with a focus on performance, security, and maintainability.
• Built and customized WordPress themes, templates, and components using PHP, HTML, CSS,

and JavaScript.
• Implemented responsive, accessible interfaces following WCAG and Section 508 best practices.
• Applied reusable frontend patterns and design standards to ensure consistency across large content sets.
• Conducted testing, debugging, and performance optimization to support reliable production releases.
• Managed hosting environments, domain configurations, SSL certificates, and deployment workflows.
• Utilized Git/GitHub for version control, coordinating changes, reviewing updates, and managing releases.
• Collaborated directly with clients to scope requirements, prioritize features, and deliver high-quality solutions on schedule.
• Supported long-term site health through documentation, maintenance planning, and proactive issue identification.

Admissions Counselor   **August 2021 - November 2023**
2U Inc.   **Lanham, MD**
• Counseled and Consulted each student to uncover their "why" for enrolling, ensuring a personalized approach to their educational journey.
• Recommended students to the appropriate program based on their unique needs, facilitating well-informed enrollment decisions.
• Established and maintained rapport with prospective students, providing unwavering support and encouragement throughout their decision-making process.
• Managed high volumes of outbound calls to prospective students, effectively communicating program benefits and addressing inquiries.
• Developed, implemented, and managed a Weekly Coding Digest Email initiative, fostering increased product knowledge and offering ongoing training for admissions advisors, benefiting both current and new team members. This initiative reached over 300 recipients.
• Hosted a comprehensive Coding Bootcamp Breakdown Training session, delivering an in-depth exploration of the program curriculum and invaluable insights to prospective students. The session was recorded for use as a training resource for new employees and as a product refresher for current team members.
• Established and consistently maintained a pipeline of prospective students to meet and exceed monthly enrollment goals, contributing to the overall success of the admissions team.

Education
The George Washington University July 2022
Certificate in Full Stack Development | Bootcamp

York College of Pennsylvania May 2012
Bachelor of Science in Sport Management with a minor in Marketing