Cedric Hawthorne

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Highly skilled WordPress Developer with a proven track record of delivering innovative solutions that drive user engagement and conversion rates. I have successfully led teams in adopting agile methodologies, reducing project delivery times by 25%, and have a history of creating custom themes and plugins that enhance site functionality and user experience. With a keen eye for SEO and mobile responsiveness, I am committed to leveraging my expertise to create WordPress sites that exceed client expectations and deliver measurable results.

CAREER Experience

WordPress Developer• 01/2024 – Present
DataFusion Solutions
Architected and implemented a custom WordPress theme for a high-traffic e-commerce site, resulting in a 30% increase in conversion rates and a 20% decrease in page load times.
Managed a team of junior WordPress developers, improving project delivery times by 25% through the introduction of agile development methodologies and regular code reviews.
Developed and maintained a suite of custom WordPress plugins, enhancing site functionality and user experience, leading to a 15% increase in user engagement metrics.

Web Developer• 03/2023 – 12/2023
Hyperion Developers
Redesigned a major news portal's WordPress site, improving mobile responsiveness and accessibility, resulting in a 40% increase in mobile traffic and a 20% increase in overall user retention.
Implemented a comprehensive SEO strategy for a WordPress site, leading to a 35% increase in organic search traffic over a six-month period.
Collaborated with the marketing team to create a series of landing pages for targeted ad campaigns, resulting in a 50% increase in lead generation.

Junior WordPress Developer• 11/2021 – 03/2023
Blueprint Binary Blueprint
Developed a custom WordPress theme from scratch for a local business, resulting in a 200% increase in site traffic and a 100% increase in the time users spent on the site.
Performed regular site maintenance and updates for a portfolio of WordPress sites, reducing downtime by 30% and improving site security.
Integrated a WordPress site with third-party APIs, improving site functionality and user experience, leading to a 20% increase in user registrations.

SKILLS

Expertise in WordPress theme and plugin development
Proficiency in agile development methodologies
Team management and leadership skills
Experience with SEO strategy implementation
Ability to improve site functionality and user experience
Proficiency in mobile responsiveness and accessibility
Experience with third-party API integration
Strong understanding of e-commerce platforms
Experience in creating landing pages for targeted ad campaigns
Ability to perform regular site maintenance and updates

EDUCATION

Bachelor of Science in Information Technology
University of North Florida

2016-2020
Jacksonville, FL

CERTIFICATIONS

WordPress Certified Developer
04/2024
WordPress Certification Institute
Certified Professional in PHP Engineering (CPHP)
04/2023
Zend Technologies
Certified JavaScript Developer (CJD)
04/2023
International JavaScript Association (IJA)