ANDY WOLFF
SOFTWARE DEVELOPER

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Highly skilled Developer with 7+ years of experience in designing, developing, and managing CMS-driven websites, including **WordPress**. Proven ability to deliver engaging digital experiences, optimize website performance, and collaborate with marketing teams to execute digital strategies. Expertise in **HTML, CSS, JavaScript, and responsive design**, with an understanding of B2B digital marketing and SEO principles.

PROFESSIONAL EXPERIENCE

Software Developer | Phaedon (formerly ICF Next)   April 2021–September 2024

➔ Developed **responsive email campaigns** incorporating strategic design changes, personalized imagery, and **location-based or percentage-driven subject lines** for segmented audiences.
➔ Resolved **complex compatibility issues** across major email clients, including nuanced adjustments for various Outlook versions, ensuring consistent rendering and functionality.
➔ Collaborated with **Data Analysts** to align coding strategies with segmentation efforts, ensuring email campaigns reached targeted audience groups.
➔ Conducted **rigorous pre-QA testing** using Litmus, identifying and addressing **cross-client and device performance issues** to deliver error-free emails.
➔ Streamlined **email development workflows** by improving documentation and implementing coding standards, leading to a measurable reduction in production time.

Front-End Web Developer | Martin Williams Advertising   February 2019–February 2020

➔ Developed and tested **responsive HTML email campaigns** and dynamic banner ads for global clients, ensuring compatibility across hundreds of platforms and email clients using tools like Litmus.
➔ Produced **over 500 digital assets** for national campaigns, demonstrating exceptional organizational skills to meet tight deadlines while maintaining high-quality standards.
➔ Collaborated with multidisciplinary teams, including **designers, art directors, and account managers**, to ensure alignment on project objectives, resulting in seamless execution of international campaigns.
➔ Adapted and optimized **design files into usable assets**, focusing on load time efficiency and adherence to strict brand guidelines, ensuring smooth functionality across platforms.
➔ Partnered with account managers to translate **complex client requirements into custom email campaigns**, supporting brand engagement initiatives for Fortune 500 companies such as Syngenta and Kubota.
➔ Executed **rigorous quality assurance testing**, identifying and resolving design and technical issues to ensure flawless deployment across major platforms.
➔ clarified **design intent and technical requirements** with creative teams, addressing gaps in animation timing, transitions, and asset quality to ensure polished outcomes.

CMS Managed Services Developer | Fjorge Digital   July 2017–February 2019

➔ Managed and optimized over **120 CMS-based websites**, troubleshooting critical issues such as hacked forms, and compromised theme files.

- ➔ Implemented front-end features and **refactored legacy code** for WordPress and Magento platforms using JavaScript, HTML, and CSS, reducing load times and improving client experience.
- ➔ Streamlined workflows by **automating task notifications and email communication** using Jira integrations, reducing manual workload and improving response efficiency.
- ➔ Enhanced client communication by optimizing **ticketing systems with pre-scripted responses and automation**, improving resolution times and client satisfaction.
- ➔ Mentored and onboarded **external developers**, providing comprehensive documentation and guidance to speed up productivity and maintain project consistency.

Content Management Systems Developer | Wells Fargo   August 2020–December 2020

- ➔ Development of customizable templates for marketing materials, ensuring consistency with Wells Fargo's corporate branding across global markets.

CORE STRENGTHS & COMPETENCIES

Website & CMS Management
- ➔ CMS Platforms: **WordPress, Squarespace, Webflow**
- ➔ Site Performance & Security: Page Speed, SEO, Site Governance
- ➔ Cross-Browser & Device Compatibility

Development & Optimization
- ➔ Responsive Email Development (HTML, CSS, JavaScript)
- ➔ Workflow Automation & Version Control: Jira, Git, experience with CI/CD pipelines
- ➔ Streamlining Publishing & Content Workflows

Technical Leadership & Collaboration
- ➔ Cross-Functional Team Coordination (Developers, Designers, Marketing)
- ➔ Mentorship & Training (Onboarding external developers, improving team efficiency)
- ➔ Workflow Optimization and Documentation
- ➔ Problem Solving and Debugging

CERTIFICATIONS

SAFe® 5 Agile
Scaled Agile, Inc.

Marketing Cloud Email Specialist
Salesforce

VOLUNTEERING & LEADERSHIP

Five Town Community School District
Board Member
- ➔ **Facilities Committee**: Overseeing a **$7 million bond initiative** to improve district facilities, including budget planning and community engagement.
- ➔ **Policy Committee**: Shaping policies for **AI integration in classrooms** to enhance learning, focusing on ethical and practical technology use.

EDUCATION

PRIME DIGITAL ACADEMY | Full-Stack Software Engineer Certification, 2017
SEATTLE CENTRAL COMMUNITY COLLEGE | Associate of Arts, 2003