

Belinda Caylor

Full Stack Web Developer

CONTACT

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EDUCATION

IBM Full Stack Software

Developer Professional

Certificate

Coursera - -May 2024

Udacity

Front End Web Develop

Nanodegree

Feb 2020

University of Iowa

B.S.E in Chemical Engineering

1987-1993

SKILLS

JavaScript

PHP

HTML

CSS

WordPress

Gutenberg

Alpine

jQuery

React

Vue.js

Tailwind

Git

MySQL

Node.js

Python

OVERVIEW

Driven web developer with a strong commitment to leveraging WordPress, PHP, JavaScript, and other web technologies to bolster companies' online presence. Eager to apply my expertise in a challenging role that allows for the enhancement of my skills. Dedicated to delivering innovative solutions and contributing significantly to the creation of a robust digital footprint for businesses.

PROJECTS

Scheduling Plugin (<https://github.com/bel-caylor/bc-schedule>)

- Developed team scheduling plugin, including custom relational tables.
- Used Alpine.js framework to create reactive forms and tables.

HopelsReal.org (Complete Site)

- Complete site design, structure and development.
- Implemented custom inline block styles with React button.
- Develop custom ACF Blocks to streamline reusable content.
- Optimize site performance, accessibility and SEO using lighthouse.

Perc.org (Complete Site Redesign)

- Led the complete redesign of Perc.org, implementing a modern and visually appealing website.
- Converted designs into custom, core, and Kadence Gutenberg blocks for enhanced flexibility and functionality.
- Developed an Alpine filter using WP RestAPI to improve user experience and content filtering.

BuffaloCorpStore.com (E-commerce Redesign)

- Custom mega menus build with jquery and Gutenberg reusable blocks.
- Setup complex product grid search.

New2SATX.com (New Business Development)

- Coached a new business through the web development process.
- Organized content and designed layouts to create an engaging and user-friendly website.
- Established SEO strategy including Google Analytics and Google Tag Manager.

AscentCorp.com (Full Site Editing Theme)

- Led our agency through our first full site editing theme implementation including TailwindCSS.
- Developed custom mega menu code utilizing Gutenberg reusable blocks and custom jQuery.

EXPERIENCE

August 2020 - current

Web Developer - The Kestrel Co. - Remote - St. Louis, MO

- Translated Invision, Figma, and Adobe XD designs into fully responsive custom WordPress themes using a diverse set of technologies such as PHP, JavaScript, Sass, HTML, jQuery, Alpine, Vue, React, and Tailwind.

- Enhanced WordPress functionality by incorporating popular plugins such as Advanced Custom Fields, WooCommerce, BuddyPress, Gravity Forms, The Events Calendar and Kadence.
- Created custom Gutenberg blocks with React and ACF to extend the capabilities and customization options of WordPress.
- Implemented new company-wide custom theme build process to include TailwindCSS.
- Performed accessibility audit with RAMP and implemented solutions.
- Proficient in working with both full site editing and classic themes within the WordPress ecosystem.
- Created custom WordPress endpoints with PHP to seamlessly integrate custom post type data on the frontend using JavaScript, Alpine, and jQuery.
- Utilized external REST APIs, such as Zoho, HubSpot, Plaid, and Gravity Forms, to efficiently retrieve and synchronize data, enhancing the functionality of the website.
- Integrated a Backend API with a complex React form.
- Collaborated with a team, following the CI/CD (Continuous Integration/Continuous Deployment) process, and utilized versioning tools like Git and Bitbucket using local, staging, and development environments to ensure efficient workflow.
- Effectively utilized project management tools such as Trello, Jira, Slack, and BugHerd to streamline project coordination, track progress, and facilitate seamless communication within the team.
- Developed and implemented various build processes using popular tools like npm, Gulp, and Webpack, optimizing the development workflow and automating repetitive tasks.
- Proficiently deployed and maintained websites on hosting platforms like WP Engine, Pantheon, GoDaddy, and Flywheel using YAML, SSH and SFTP protocols, ensuring secure and reliable operations.
- Created informative and engaging video training materials to provide clients with comprehensive instructions and support, empowering them to effectively utilize and manage their websites.

2009 - 2020

Founder - BC Paper Designs - St. Louis, MO

- Pioneered the establishment of an e-commerce business, successfully expanding its reach across multiple prominent marketplaces such as Amazon, Shopify, and Etsy.
- Implemented efficient code solutions to automate listing updates and pricing, resulting in significant time savings of over 100 hours for the company.
- Creatively designed and developed an original product utilizing a combination of design, graphic, and photography skills, laying a strong foundation for the business.
- Grew the product line through strategic market research and effective branding, ensuring alignment with target audience preferences and market trends.
- Achieved notable sales growth by leveraging SEO strategies, compelling copywriting, and dynamic social media marketing campaigns on platforms such as Google AdWords, Facebook, Instagram, Pinterest, and Twitter.

2000 - 2015

Freelance Web Developer

- Created, maintained, and supported small business websites using HTML, CSS, FTP, DNS, and Microsoft Expressions for optimal design and functionality.
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1996 - 2000

Quality Assurance Engineer - MEMC Electronic Materials – O Fallon, MO

- Designed and developed SQL database training materials for process engineers, facilitating quality assurance activities.
- Created software solutions to monitor reject rates and automate notifications, streamlining quality control processes.