STEPHEN CAMPBELL

Hamilton, Ontario L8H 1C4
Email: stepocampbell@gmail.com
LinkedIn: linkedin.com/stepocampbell/
Phone: 1 (437) 580-6531

FULL STACK DEVELOPER

PROFILE

Full Stack Developer with 5+ years of hands-on experience designing, developing, and maintaining end-to-end web applications. Skilled in Python (Django utilized in Harvard's CS50 course), JavaScript (React/Next.js), HTML5, CSS3, and SQL, with a strong focus on writing clean, scalable code in CI/CD environments. Experienced in RESTful API development, third-party integration, and cross-functional collaboration. Adept at solving complex problems, debugging, and contributing to agile product teams in small, fast-paced settings.

KEY SKILLS & COMPETENCIES

Technical: Javascript, Python, HTML5, CSS, PHP, Django, Nextjs, Reactjs, Bootstrap, SQL, API, JSON
Tools: WordPress, Stripe, Bubble, Vercel, Supabase, Firebase, ChatGPT, Git, VSCode, Cursor, MS Office Suite
Methodology: Wireframing, Software-as-a-Service, CI/CD, Agile, Scrum
Soft Skills: Written & Verbal Communication, Team Player, Innovation, Fast Paced Self Learning, Leadership
Super Powers: Enterprising, Problem Solving, Data-driven thinking, Empathy, Leadership

EXPERIENCE

Wordpress Developer (Full Time)   **McMaster University** ⬈   **2024 - Present**

- Designed and built several custom WordPress websites for internal & external clients using McMaster's custom theme (MacSites). Conducted scoping calls, documented user requirements and built and delivered complete websites before or due dates.
- Modified **custom WordPress theme**, child-theme, plugins, to fix bugs, launch new features and update branding, whilst ensuring AODA compliance.
- Modified website front-end functionality and styling using **HTML, CSS, Bootstrap, PHP and JavaScript** to achieve **seamless user interfaces** and dynamic functionality.
- Modified and utilized **Advanced Custom Fields (ACF) plugin** to develop modular and reusable WordPress components tailored to specific project needs.
- Implemented code changes and refactoring with version control workflows using **Git (GitLab, GitHub)** for efficient collaboration and deployment.
- **Collaborated with clients** to discuss and refine website content, functionality and design, ensuring alignment with business goals.
- Inspected and debugged technical issues using tools such as **Chrome Web Inspector**.
- Utilized WAVE (WebAIM) to troubleshoot accessibility bugs.
- Supported and triaged client requests, troubleshooting technical issues to maintain optimal website performance.

Full Stack Developer (Project)   **Excel Bot** ⬈ **, Remote**   **2023 - 2024**

- Developed an **AI based natural language text to Microsoft Excel formula and VBA code generation** web application (responsive) leveraging OpenAI's GPT Davinci Model via API.

- Built and maintained secure **RESTful APIs** and implemented Supabase for authentication and database operations.
- Applied **CI/CD practices using Git** and Vercel to automate testing and deployment workflows.
- Rebuilt & Reconfigured marketing page with typescript to **improve SEO and core web vitals** which **increased website traffic by 240%**.
- Adjusted pricing model and made stripe checkout flow more intuitive to **increase revenue 60X.**
- Leveraged supabase as a PostgreSQL database manager for seamless **one click authentication**, database queries and secure CRUD operations.

Full Stack Developer (Project) **Checkout Keys** ↗ **, Remote** **2023 - 2024**

- **Designed and Implemented a responsive SaaS platform to generate and email license keys** directly to users when they make successful purchases on a client's website with stripe checkout or payment links.

Full Stack Developer, Founder **Little Exits (formerly Tiny Acquisitions)** ↗ **, Remote** **2021 - 2024**

- Conceptualized and **built a responsive multi page internet marketplace application** for buying and selling side projects including, login (password, google), dashboard, search page, dynamic product page and payment checkout flow.
- Developing online ordering systems, including handling online purchases, generating & emailing receipts, utilizing Stripe APIs for checkout & fraud handling **achieving 680+ successful cash transactions** and **detecting fraud before any payment is completed**.
- Lead several team (designer, developer, stakeholder) meetings to plan new features to improve product growth.
- Successfully communicated software development stack limitations to influence stakeholder expectation.
- **Integrated several third party RESTful APIs** including payment processor (stripe), email sender (sendgrid), site analytics (google analytics, plausible), social media (linkedin, X), automated email marketing funnels (Convert Kit).
- Utilized and implemented a content management system (CMS) to manage blog related news releases.
- Built a secure link between exchange platform and main marketplace database to carry out **CRUD operations via API** call response.
- Implemented site changes for search engine optimisation which **improved google search engine position to number 1** for primary keyword search term.
- Built marketing pages and embedded robust tracking mechanisms (google tag manager, plausible analytics) for user interactions and behavior to enable a Google ad strategy which **improved conversion rate from 0.1% to 0.3%**.
- **Implemented multiple web pages for A/B testing** as a CRO technique to enhance Google Ad Campaign effectiveness.
- Designed and built feature to review, approve or reject new user listings to the marketplace which improved the quality of listings and eliminated customer complaints about poor listing quality.
- Built and launched feature to add a premium tier to the seller side of the marketplace, **contributing an additional 2% to overall revenue**.

Wordpress Developer (Freelance) **Campbells Investment LLC** **2018 - 2022**

- **Developed wordpress websites/landing pages** for clients across various industries (music, education, & e-commerce) and of varying complexities, with a focus on user-friendliness and conversion optimisation (B2C).
- Effectively communicated with clients to understand **design and functionality requirements**.
- Utilized **wireframing** tool to convey **website design** specifications based on client requirements.
- Leveraged **in-depth knowledge of HTML, CSS, and PHP** to implement design changes and optimize website performance for client websites.

- Leveraged **Yoast SEO plugin and utilized SEO strategies** such as web page title optimisation, slug customisation and keyword embedding.
- Utilized Google Keyword Planner, Google Search Console Tool and Google Analytics to create robust, keyword rich, search engine friendly and highly ranked websites for clients.
- Maintained plugin functionality and troubleshooted site breaks to ensure a bug free and secure experience for website users.

EDUCATION

Certifications
CS50 Programming with Python & Javascript - Harvard, 2023
Introduction to Software Product Management - University of Alberta, 2023
Software Processes and Agile Practices - University of Alberta, 2023
Client Needs and Software Requirements - University of Alberta, 2023

Diploma
Computer Programming - Seneca Polytechnic, 2025 - 2026 (In Progress)

Degree
Bachelor of Science Chemical & Process Engineering - University of the West Indies, 2012 - 2015