

# Brandon Caples

(423) 281-5150  
[brandon.caples@gmail.com](mailto:brandon.caples@gmail.com)  
[brandoncaples.com](http://brandoncaples.com)

## SHOPIFY DEVELOPER



I'm a self-motivated frontend web developer and web content administrator with 6 years of experience working in teams and individually to manage Shopify and WordPress websites using HTML, CSS, JavaScript, Liquid, and web apps.

### SKILLS

**FRONTEND WEB DEVELOPMENT** | HTML, CSS, JavaScript, Liquid, MVC, WordPress, Shopify, Timber/Twig, Ruby & Ruby on Rails, Liquid, PHP, MySQL, Bootstrap, Tailwind CSS, Firebase, SVG animation

**EMAIL DEVELOPMENT** | HTML, CSS, troubleshooting, VML, AMPscript, Adobe Photoshop, Dreamweaver, Git, SQL, responsive design, detail oriented

**PROJECT MANAGEMENT** | Project planning, collaboration, Kanban, Agile, problem solving, delegation, training, documentation, Asana, TaskRay

**ANALYTICS & DATA** | Excel, Google Analytics, reporting, SQL/SOQL, Google Tag Manager, JavaScript, data analysis

**GRAPHIC DESIGN** | Photoshop, Illustrator, InDesign, GIMP, website design, digital and print ad design, printed newsletter design, document layout design

### CERTIFICATIONS

Marketing Cloud Email Specialist  
Salesforce, 2024

Email Marketer  
HubSpot Academy, 2023

### EDUCATION

Bachelor of Arts: Organizational  
Communication for Consulting &  
Research, Minor: Marketing  
Lipscomb University — 2011

### EXPERIENCE

#### Senior Email & SMS Developer

Promoted from **Digital Media & Web Developer** in June 2024

Precept Ministries International — *Chattanooga, Tennessee (Remote)*

December 2019 - PRESENT

##### Frontend Web Development

- Design and develop page layouts and components for Shopify, WordPress, and other platforms
- Maintain frontend code integrity, including testing and troubleshooting
- Develop new web components for fundraising campaigns, including countdown timers and SVG animations
- Update website content and ensure quality standards are met, including performance and accessibility
- Build and update web forms and manage data submissions

##### Email Development

- Modernized email development processes, improving render consistency across ESPs
- Created and maintain a component library for building HTML email templates
- Built 750+ responsive and performant emails
- Launched and warmed a new email IP

##### Analytics & Data

- Streamlined the UTM tagging process and developed new tracking standards
- Write SQL queries to pull complex data reports and automate marketing flows
- Transitioned six web properties to Google Analytics 4 and write custom tracking scripts

##### Team Leadership

- Train and mentor the Digital Content Platform Specialist in technical frontend skills and content management
- Provide guidance to team members for project delivery and prioritization

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## SHOPIFY DEVELOPER



### Web Designer/Developer

Caples Web Design — *Remote*

April 2018 - PRESENT

I designed, developed, and enhanced WordPress websites for clients, migrated sites to WordPress, redesigned page layouts, and employed SEO best practices to improve search engine rankings.

### Web Content Specialist

Mercy Multiplied America — *Nashville, Tennessee*

April 2018 - December 2019

I maintained WordPress website code and content, designed page layouts, optimized for search engines, and managed digital ads.

- Managed Shopify products, collections, and pages, adding custom code and testing third-party apps as needed
- Designed page layouts for Shopify and WordPress sites, redesigned the WordPress theme
- Designed and developed new WordPress content directories for [mercymultiplied.com](http://mercymultiplied.com)
- Created and maintained event registration pages and donation forms with Luminate Online
- Trained and mentored the project manager to transition into email development

### Digital Marketing Specialist

Columbia Coatings, LLC — *Columbia, Tennessee*

June 2017 - February 2018

I managed all email marketing, created website content, designed marketing graphics, and trained new associates for phone sales.

- Retouched product photos and managed 4,000+ ecommerce products and general website performance
- Managed concept, design, and implementation of weekly email newsletter

### Director of Client Communications, Deering Wealth Team

Southwestern Investment Group — *Franklin, Tennessee*

January 2016 - June 2017

I designed and launched a new WordPress website, wrote for the financial blog, coordinated client events, managed social media, and designed business collateral.

- Migrated content from Squarespace to WordPress
- Wrote and designed email communications, event collateral, website content, and blog posts

### Marketing Director

Batson Chiropractic Group — *Nashville, Tennessee*

August 2013 - January 2016

Wrote for blogs and the print newsletter, managed social media, and designed marketing collateral, among other duties.

- Launched [nashvillebraincore.com](http://nashvillebraincore.com) and created its content
- Automated the new patient intake process, avoiding human error and time costs during intake
- Designed marketing collateral, including website content, direct mail, newsletters, signage, email graphics, ads, etc.