

# CARLA STOCKALPER, Web Developer / Development Manager / Scrum Master

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## LINKS

[Portfolio Website](#), [LinkedIn](#)

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## PROFILE

Multidisciplinary technology leader with 20 years of creative and technical experience across design, development, and product delivery. I specialize in delivering web and e-commerce platforms and end-to-end digital solutions. Experienced leader of cross functional teams as a senior developer as well as a people manager. A Certified Scrum Master, I care deeply about fostering highly performant teams through empathetic leadership. Well versed in decision making around custom development vs. out-of-the-box solutioning.

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## EMPLOYMENT HISTORY

Apr 2025 — Present	Digital Strategy Consultant, Self	San Diego
	<ul style="list-style-type: none"><li>• Advise small businesses (healthcare, e-commerce, fitness/wellness) on digital strategy and technology selection to align tools with business objectives and support scalable growth.</li><li>• Conduct website and systems audits (CRM, vendor tools) to identify UX, performance, and operational gaps and recommended prioritized roadmaps for improvement.</li><li>• Manage CRM implementations, vendor selection, data migrations, and third-party integrations to streamline operations and reduce manual work.</li><li>• Deliver pragmatic technology options and implementation plans that balanced immediate needs with future scalability, and trained client teams to adopt new workflows.</li><li>• Provide strategic guidance on marketing materials and brand positioning to strengthen messaging, increase engagement, and support lead generation.</li></ul>	
May 2017 — Mar 2025	Manager Web Development / Sr. Full Stack Developer, Hachette Book Group	New York City
	<ul style="list-style-type: none"><li>• Led two cross-functional development teams—US-based (corporate sites on WordPress VIP) and offshore (e-commerce platforms and integrations, Shopify Plus)—to deliver web and e-commerce projects aligned with brand and business goals.</li><li>• Owned product roadmaps and prioritized features across websites and stores; coordinated with marketing, sales, and product stakeholders to define scope, timelines, and launch plans and reported progress to leadership.</li><li>• Drove technical implementation and architecture decisions, building custom solutions for WordPress and Shopify and developing a PHP based XML data parser to automate product data feeds.</li><li>• Partnered with marketing to standardize content workflows, enforce brand guidelines, and improve accessibility and SEO through documentation, training, and hands-on workshops.</li><li>• Implemented release processes, QA, and post-launch support procedures to improve site reliability and accelerate time-to-publish.</li></ul>	
Mar 2020 — Mar 2022	Web Developer (Contract), 4LNS	Boise (remote)
	<ul style="list-style-type: none"><li>• Redesigned and optimized WordPress websites for veteran services to improve usability, performance, and accessibility.</li><li>• Integrated Shopify e-commerce solutions and implemented analytics tracking (GA4, GTM) to support donations, merchandising, and data-driven decision making.</li><li>• Delivered user training and CMS documentation to reduce support needs and enable client self-sufficiency.</li><li>• Built a companion website for the WarriorUp fitness app to expand digital offerings and support user acquisition.</li></ul>	
Aug 2020 — Dec 2022	Adjunct Professor (Contract), Pace University	New York City (remote)
	<ul style="list-style-type: none"><li>• Designed and delivered an online web development course for Master's in Publishing students emphasizing modern web standards, accessibility, and industry best practices.</li><li>• Mentored 20+ students to build professional portfolio websites using HTML, CSS, and JavaScript, providing actionable feedback on UX, performance, and SEO.</li><li>• Developed course modules on analytics and tracking (GA4, GTM) to teach students how to measure engagement and make data-informed content decisions.</li></ul>	

Oct 2006 — Jul 2016

### Co-Founder, Operations and Digital Strategy, Yoga Tropics, LLC

Encinitas

- Launched and scaled a wellness business from a college side project into three physical locations within five years.
- Designed and managed the company's digital presence, including websites, email marketing, and marketing collateral, to drive customer acquisition and retention.
- Developed and led class, workshop, retreat, and teacher training programming to expand offerings and deepen community engagement.
- Built operational processes and marketing strategies that supported sustained growth; company celebrates its 20th year in 2026.

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### EDUCATION

Sept 2004 — May 2008

### B.A. Media Arts, University of California, San Diego

San Diego

Sept 2016 — Dec 2016

### Certificate, General Assembly

New York

2026 — 2026

### Certified Scrum Master, Scrum Alliance

Remote

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### TOOLS & SKILLS

Development Languages: PHP, Javascript, HTML, CSS

UI/UX Design Tools: Adobe CS, Sketch, Figma, Miro, Mural

Modern FE Frameworks: React, Vue.js

Analytics (GA4/GTM)

Custom and Standard CMS Development: Wordpress, WordpressVIP, Shopify Plus, Squarespace