Carla Stockalper, Web Development / Technical Project Manager

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LINKS

LinkedIn, Portfolio Site

PROFILE

Web Development / Technical Project Manager specializing in delivering web and ecommerce platforms (WordPress VIP, Shopify Plus, custom PHP) and end to end digital solutions. Experienced leader of cross functional teams; owns product roadmaps, vendor selection, CRM implementations, data migrations, and third party integrations. Focused on aligning technical decisions to business goals by improving release processes, site reliability, accessibility, SEO, and analytics (GA4/GTM), and enabling teams through documentation and training.

EMPLOYMENT HISTORY

Apr 2025 — Jan 2026

Digital Strategy Consultant, Self
San Diego

- Advised small businesses (healthcare, ecommerce, fitness/wellness) on digital strategy and technology selection to align tools with business objectives and support scalable growth.
- Conducted website and systems audits (CRM, vendor tools) to identify UX, performance, and operational gaps and recommended prioritized roadmaps for improvement.
- Managed CRM implementations, vendor selection, data migrations, and third - party integrations to streamline operations and reduce manual work.
- Delivered pragmatic technology options and implementation plans that balanced immediate needs with future scalability, and trained client teams to adopt new workflows.
- Provided strategic guidance on marketing materials and brand positioning to strengthen messaging, increase engagement, and support lead generation.

May 2017 — Mar 2025

Manager Web Development / Sr. Full Stack Developer, Hachette Book Group
New York, NY

- Led two cross-functional development teams—US-based (corporate sites on WordPress VIP) and offshore (e-commerce platforms and integrations)—to deliver web and e--commerce projects aligned with brand and business goals.
- 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.
- Drove technical implementation and architecture decisions, building custom solutions for WordPress and Shopify and developing a PHPbased XML data parser to automate product data feeds.
- Partnered with marketing to standardize content workflows, enforce brand guidelines, and improve accessibility and SEO through documentation, training, and hands-on workshops.
- Implemented release processes, QA, and post-launch support procedures to improve site reliability and accelerate time-to-publish.

| Mar 2020 — Mar 2022 | Web Developer (Contract), 4LNS | Remote |

- Redesigned and optimized WordPress websites for veteran services to improve usability, performance, and accessibility.
- Integrated Shopify e-commerce solutions and implemented analytics tracking (GA4, GTM) to support donations, merchandising, and data-driven decision making.
- Delivered user training and CMS documentation to reduce support needs and enable client self-sufficiency.
- Built a companion website for the WarriorUp fitness app to expand digital offerings and support user acquisition.

| Aug 2020 — Dec 2022 | Adjunct Professor (Contract), Pace University | Remote |

- Designed and delivered an online web development course for Master's in Publishing students emphasizing modern web standards, accessibility, and industry best practices.
- Mentored 20+ students to build professional portfolio websites using HTML, CSS, and JavaScript, providing actionable feedback on UX, performance, and SEO.
- Developed course modules on analytics and tracking (GA4, GTM) to teach students how to measure engagement and make data-informed content decisions.

| Oct 2006 — Jul 2016 | Co-Founder, Operations and Digital Strategy, Yoga Tropics, LLC | Encinitas, CA |

- 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.

EDUCATION

| Sept 2004 — May 2008 | B.A. Media Arts, University of California, San Diego | San Diego, CA |

Majored in multidisciplinary media arts degree, including film production, photography and computing arts. Minor in French Literature.

| Sept 2016 — Dec 2016 | Certificate, Software Development, General Assembly | New York, NY |

3 Month immersion program in Software Development. Program focus was full-stack Javascript and React based app development.

HOBBIES

Skiing, Surfing, Painting, Gardening, Beach Volleyball