Christy Sparks

Full Stack WordPress Developer

Portfolio: **christysparks.com**

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Alabama 📍

Experienced WordPress Developer with expertise in building and maintaining responsive websites, optimizing performance, and customizing themes and plugins. Skilled in HTML, CSS, JavaScript, PHP, and third-party integrations, with a strong background in managing content and enhancing user experience across multiple platforms.

Professional Experience

Webmaster

Alabama Community College System | Montgomery, AL   *January 2019 – Present*

- Oversee web development projects, ensuring adherence to design standards and content quality control.
- Manage email promotions and database maintenance, enhancing communication and engagement.
- Optimize mobile web platforms for improved user experience and accessibility.
- Integrate third-party APIs and resolve errors, maintaining high availability and performance of key applications.
- Conduct regular testing and server maintenance to ensure website functionality and security.

Web Content Manager

Café Racer Magazine | Remote   *January 2012 – Present*

- Revamped the e-commerce site, significantly increasing sales potential through improved user interface and functionality.
- Launched a digital magazine and streaming subscription service, contributing to the brand's growth and visibility.
- Collaborated with sales teams to develop advertising strategies, resulting in increased ad revenue.
- Edited episodes for Ton-Up TV, enhancing content quality and viewer engagement.

Web Developer

Hatton-Brown Publishers, Inc. | Montgomery, AL   *May 2007 – May 2018*

- Managed web development for over 15 magazine websites, focusing on scalability and performance optimization.
- Developed and launched HB Media, providing web development services to small businesses.
- Streamlined website management processes, improving efficiency and reducing downtime.

Education

Bachelor of Science in Computer Science

Troy University | Alabama   *Graduated: May 2015*

Projects

Café Racer Magazine Website
- **Description**: Collaborated with the Café Racer Magazine team to develop a dynamic website hosting subscription-based digital magazines, video streaming, and an e-commerce storefront. Enhanced user engagement through the separate Ton-Up TV show site.
- **Technologies Used**: PHP, JavaScript, CSS
- **Impact**: Streamlined user experience and significantly boosted online subscriptions and sales.

Secured PDF Utility Custom Plugin
- **Description**: Developed a custom WordPress plugin for the Alabama Community College System that allows users to convert, combine, and secure various document types into a single PDF. This tool improved document handling and security for facility partners.
- **Technologies Used**: Python, JavaScript, CSS
- **Impact**: Enhanced efficiency in document management and reduced processing time for staff.

PDF Search Custom Plugin
- **Description**: Created a custom WordPress plugin enabling users to search through a library of policy and procedure PDFs. The plugin converts PDFs to text for easy searching, improving accessibility and efficiency in document retrieval.
- **Technologies Used**: PHP, JavaScript, CSS, MySQL
- **Impact**: Improved document accessibility and reduced time spent searching for specific policies and procedures.

Awards

AAMA Impact Award
AAMA | Alabama   *Year Awarded: 2023*

Medallion Award
Public Relations Council | Alabama   *Year Awarded: 2020*

Award of Excellence
Public Relations Council | Alabama   *Year Awarded: 2019*

Skills

- **WordPress Development:** Advanced proficiency in WordPress core, themes, plugins, and REST API.
- **Web Development:** PHP (Laravel), HTML5, CSS (Sass/Scss, Tailwind), JavaScript (React, Node.js), Python
- **CMS Expertise:** WordPress, Drupal, Headless CMS, API Development
- **Database Management:** MySQL, MongoDB, PostgreSQL, AWS RDS
- **Cloud & Hosting:** AWS (EC2, S3, VPC), WPEngine
- **DevOps & CI/CD:** Git, Docker, AWS CodePipeline, Jenkins
- **SEO & Analytics:** SEO best practices, Google Analytics, Google Tag Manager
- **Design Tools:** Adobe Suite (Photoshop, Illustrator, Acrobat, Premiere Pro), Figma
- **API Development:** RESTful APIs, integration with third-party services