

David M. Spirito

Senior Web Developer

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Summary

Results-driven Senior (e-commerce focused) Web Developer with 15+ years of experience architecting and delivering high-performing DTC and B2B eCommerce solutions for global brands. Proven track record in leading complex migrations, optimizing user experience and site performance, and aligning technical initiatives with business objectives. Strong communicator and cross-functional collaborator with a hands-on approach to solving complex challenges.

Technical Skills

Languages & Tools:

HTML5, CSS3/SASS, PHP, MySQL, JavaScript, jQuery, Vue, React, Liquid, HubL, Bash, Docker, SSH, Node.js, Composer, NPM, Grunt

DevOps & Systems:

Linux, DNS, CDN, Apache, NGINX, Agile (Scrum/Kanban), Git, Jira, Asana

eCommerce/CMS Platforms:

Adobe Commerce (Magento), Shopify, WooCommerce, WordPress, Drupal, BigCommerce (headless), OSCommerce

Integrations & Analytics:

Google Analytics, Google Tag Manager (GTM), Google Search Console, New Relic, Pingdom, Salesforce, HubSpot, NetSuite, Adobe Creative Suite

Professional Experience

SIG Sauer Inc. — Sr. eCommerce Web Developer

Remote/Hybrid, Nov 2024 – Jun 2025

- Developed and launched a new SIGOptics.com Magento 2 store view in collaboration with cross-functional internal team and agency partners
- Designed and implemented BOGO promotion flows within Magento 2 to improve user journey and experience.
- Performed Optimizely based javascript optimizations and AB tests to improve site function/conversion

Procter & Gamble – The Art of Shaving — Application Developer

Remote, Jul 2024 – Sep 2024

- Delivered front-end solutions for headless BigCommerce + Contentful site
- Optimized checkout flow and resolved payment gateway issues
- Implemented performance audits and GTM/analytics fixes

Wallbox Chargers — eCommerce Developer

Remote, 2021 – 2024

- Led Magento 2 to Shopify migration; scoped in Jira, built Liquid theme, handled full implementation
- Developed real-time Javascript EV tax credit search tool using U.S. Dept. of Energy API this was hosted on a Magento CMS page.
- Built custom Magento sales tools and CMS pages with custom templates, embedded forms and unique checkout flows for OEM clients including Nissan and Fisker
- Collaborated across global teams, delivering on fast-paced marketing & trade show CMS needs

CME Corp. — eCommerce Developer

Warwick, RI, 2018 – 2021

- Architected and led development of Magento Commerce Cloud multi-site instance
- Directed M1 to M2 migration with over 50K SKUs and custom modules
- Integrated and customized Searchspring SaaS implementation
- Scoped new features, defined core vs custom functionality, and improved frontend UX

Hanna Instruments — E-Commerce Team Lead / Developer

Woonsocket, RI, 2014 – 2018

- Replaced ColdFusion site with Magento 1.9 in under 3 months via phased launch strategy
- Created a temporary “bridge mode” using data-driven product redirects based on GA
- Managed junior developers and collaborated with marketing & external agencies

WaterRower Inc. — Principal Web Dev & IT Manager

Warren, RI, 2009 – 2014

- Spearheaded international digital transformation and rollout of multi-region Magento stores
- Launched PPC/PLA campaigns, generating \$1M+ in direct sales
- Developed multilingual, multi-currency commerce experiences with localized tax/payment logic

Education

University of Rhode Island — B.A., Communication Studies

Minors: Business, Writing, Web Development (Kingston, RI, 2009)

Bishop Hendricken High School — Warwick, RI, 2004

Volunteer Experience

VOWS Inc. — Web Development & Fundraising Support

Warwick, RI, 2018 – Present

- Manage website updates and provide technical support for fundraising campaigns and digital events.