

# Gabe Wolford | Software Developer

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## SUMMARY

I'm a design-oriented developer with a deep background in the music industry, specializing in React and other front-end technologies. I have a proven ability to deliver scalable, accessible, performant, and visually appealing web applications that users love. I prefer building with Next.js, Node.js, Sanity, Tailwind, and Figma. My soft skills compliment my tech chops, allowing me to collaborate effectively with leadership, design, and engineering teams every step of the way. I'm a lightning-fast learner and am committed to delivering exceptional user experiences. When I'm not clacking away on the keys, I'm probably petting my dog, riding my bike, learning the art of bonsai, or reading about space.

## SKILLS/LANGUAGES/Frameworks/TOOLS

React, Next.js, Node.js, Express, Django, JavaScript, Typescript, HTML5, CSS3, Python, SQL, Sanity, Wordpress, GraphQL, Apollo, Shopify, Content Management Systems, Headless CMS, Tailwind, SASS, MongoDB, Mongoose, PostgreSQL, Vercel, Heroku, AWS S3, RESTful APIs, CI/CD, Postman, Version Control (Git/Github), VS Code, Figma, Slack, Asana, Jira, Notion, Microsoft Office, Google Suite, & more

## PROFESSIONAL EXPERIENCE

### **Biiiig Stretch Studio** | Owner & Developer

May 2023 - Present

- Currently offering services including, but not limited to, Full Stack Development, Front-End Development, Headless Development, Marketing & Portfolio Sites, Landing Pages, Domains & Hosting, Webmaster Services, Technical SEO, Consulting & Support, Digital Strategy & more

### **Small Hound** | Freelance Web Developer

April 2023 - Present

- Developed and maintained responsive single page Next.js/React applications following industry best practices and accessible design guidelines
- Collaborated closely with design team to implement style guides and integrate component-based design systems in Figma, ensuring consistent and visually appealing user interfaces with cross-browser compatibility for exceptional user experiences

### **First Tube** | Developer, Internal Tools

August 2020 - November 2022

- Developed robust cross-departmental internal tools, systems, and processes that allowed us to improve efficiency and scale from 7 to over 25 full-time employees before an acquisition by one of the largest and fastest-growing privately-held media agencies in the world
- Created, implemented, and managed a company-wide system that enabled our finance department to code all project expenses, track campaign budgets, and actualize/analyze/reconcile spending for procurement through improved P&L reports, allowing us to make data-driven decisions and protect margins averaging 35%+
- Built pricing models/databases and campaign budgeting/tracking/forecasting tools for multi-million dollar deals
- Helped develop proof of concept, and prototype a complex media analytics tool to make automated API calls to dozens of different platforms and data sources, cutting reporting time by over 50%
- Created bespoke invoicing system for automated intake, approval, processing, and archiving of vendor invoices, saving management dozens of hours per week

### **First Tube** | Experiential Producer

July 2020 - November 2021

- Successfully produced and production managed live and pre recorded branded content series
- Managed multi-million dollar production and ad campaign budgets
- Clients such as Grubhub, Tito's Vodka, Bud Light, Bud Light Seltzer, Traeger Grills, Bacardi, Michelob Ultra, Stella Artois, Mastercard, Anheuser-Busch, New Balance, Grey Goose, Alzheimer's Association, & more
- Artists and talent include Post Malone, Megan Thee Stallion, Jack Harlow, Morgan Wallen, Portugal. The Man, Dierks Bentley, Charli XCX, SZA, Zhu, The Kid Laroi, Kali Uchi, Saweete, Noah Cyrus, Louis The Child, A-Trak, Bun B, and many many more

### **Freelance** | Tour, Production, Stage & Artist Management

June 2014 - January 2020

- Tour management, production management, stage management, merchandise management
- Acts include Shakey Graves, CAAMP, RAC, local bands, and more

**Opus One Productions** | *Production Manager/Promoter Rep*

*June 2015 - January 2017*

- Production Management for various venues (150-1250+ capacity) in the Pittsburgh area, responsible for technical production advances, show settlement/accounting, box office management, ticket audits, guest/press lists, merchandise management, & more
- Performed weekly updates of concert listings page and backend of show data using custom CMS built in-house
- Assisted with marketing duties, show announcements, contracts, and ad mats. Managed intern program

**Sofar Sounds** | *City Director*

*May 2014 - April 2016*

- Founded and led the Pittsburgh chapter of Sofar Sounds
- Marketed and grew local email list of concert-goers from zero to 3000+

**PromoWest Productions** | *Guest Services*

*October 2014 - April 2015*

- Box office operations, ticket scanning, assisting with marketing materials

**EDUCATION**

**POINT PARK UNIVERSITY**

*Sports, Art, & Entertainment Management*

*August 2013 - January 2015*

**PENNSYLVANIA HIGHLANDS COMMUNITY COLLEGE**

*General Studies*

*August 2011 - May 2013*

**EMBRY-RIDDLE AERONAUTICAL UNIVERSITY**

*Aerospace Engineering*

*August 2010 - January 2011*