

SUMMARY

Enthusiastic about harnessing 3 years of experience in WordPress development, my focus is on SEO optimization, crafting secure and scalable CMS solutions, and driving innovative web projects. Highlights of my career include leading an SEO drive that doubled e-commerce traffic and redefining user experience for a diversified client base.

EXPERIENCE

Senior WordPress Developer

TechSolutions Inc.

- 06/2020 - PresentDallas, Texas
- Redesigned the flagship website resulting in a 31% increase in user engagement and a 25% uptick in lead generation.
 - Implemented advanced SEO strategies that elevated website traffic by 44%, pushing the company website to the top of search engine results for key terms.
 - Developed and integrated custom WordPress themes and plugins enhancing website functionality for over 100K monthly visitors.
 - Automated content management processes using WP-CLI, saving the team an average of 10 hours per week on website maintenance.
 - Led a cross-functional project to improve mobile responsiveness, contributing to a 50% improvement in mobile user retention.
 - Architected a secure, robust e-commerce platform within WordPress, supporting a 300% growth in online sales over a 12-month period.

WordPress Specialist

Digital Media Agency

- 02/2018 - 05/2020Austin, Texas
- Spearheaded the redevelopment of a major travel agency website, which saw a 40% improvement in page load times.
 - Introduced a comprehensive site-wide SEO audit and optimization strategy that boosted organic traffic by 70% within the first six months.
 - Played a key role in a team that reduced website downtime by 98%, ensuring uninterrupted access to services for users.
 - Enhanced website security, thwarting over 300 potential breaches, and safeguarding sensitive user data.
 - Streamlined WordPress management, resulting in a 15% reduction in operational costs through effective use of WP-CLI.

Web Developer

Innovative Web Solutions

- 01/2015 - 01/2018Houston, Texas
- Improved website performance for a portfolio of small business clients, resulting in an average of 20% more leads per month.
 - Delivered custom WordPress website builds for 10+ clients within rigorous deadlines, consistently exceeding performance metrics.
 - Enhanced site accessibility to WCAG 2.2 level AA, improving the client reach and inclusivity for diverse user groups.
 - Implemented tracking systems using Google Analytics that increased data-driven decision-making for web marketing strategies.

EDUCATION

Master of Science in Computer Science

University of Texas at Austin

01/2013 - 01/2015Austin, Texas

Bachelor of Science in Information Technology

Texas A&M University

01/2009 - 01/2013College Station, Texas

PROJECTS

Custom Analytics WordPress Plugin

Developed a WordPress plugin to extend analytics capabilities for business websites, customized to client needs. See the project at [github.com/CustomAnalyticsPlugin](#)

Eco-Friendly WP Theme Dev

Created a green, energy-saving WordPress theme focused on sustainability for eco-conscious businesses. Project details at [github.com/GreenWPTemplate](#)

ACHIEVEMENTS

- Led SEO Campaign for Major Client

Headed a successful SEO overhaul for a national retailer, resulting in a 120% increase in e-commerce traffic and revenue.
- Developer of the Year

Received 'Developer of the Year' award at TechSolutions Inc. for exceptional performance and contributions to key projects.
- Successful Site Migration

Managed the seamless migration of a high-traffic WordPress site with zero downtime, improving site resilience and user experience.
- Security Enhancement Project Lead

Led the security enhancement project that successfully defended against a series of sophisticated cyber-attacks.

SKILLS

WordPress	HTML	CSS
JavaScript	PHP	SEO

COURSES

- Advanced SEO Strategies

Dive deep into SEO techniques with this comprehensive course, learning how to drive traffic effectively. Provided by Moz Academy.
- Mastering WordPress Development

Specialized training in building and managing cutting-edge WordPress sites, from plugins to performance. Provided by WP Sessions.