

John Schibelli – Digital Footprint & Content Strategy Report

Personal Website (JohnSchibelli.dev)



John Schibelli's personal website presents him as a seasoned front-end developer and showcases his projects and blog.

Current Content & Positioning: John's website immediately brands him as a **"Senior Front-End Developer"** proficient in *React*, *Next.js*, *TypeScript*, *Tailwind CSS*, and highlights his 15+ years of experience ¹. The homepage features a concise **About Me** blurb emphasizing accessibility, SEO, and client success, and notes that John is the technical lead behind IntraWeb Technologies and its AI content platform (SynaplyAI) ¹. The site clearly lists his location (Towaco, NJ) and availability, reinforcing a professional image ². The portfolio section showcases **5 featured projects** (e.g. a multi-tenant chatbot SaaS, an e-commerce platform, SynaplyAI, etc.), each with modern tech stacks and brief descriptions ³ ⁴. A "Skills & Tools" grid demonstrates a broad stack (frontend, backend, DevOps, CMS, etc.), though it appears duplicated on the page (possibly a minor site bug). The **Blog** is active – John publishes articles on React, AI, and development workflows (e.g. *"Optimizing Next.js Performance"*, *"Future of AI-Driven Development"*) and even personal stories like his stroke recovery ⁵. The blog integration (likely via Hashnode) includes a **newsletter subscribe** callout, indicating an effort to capture audience interest. The **Contact** page invites project inquiries and lists quick stats (24h response, 100% client satisfaction, 15+ years experience) to build credibility ⁶. Overall, the site positions John as a highly experienced, product-focused developer open for freelance/consulting work.

Observations: The personal site is content-rich and up to date (latest blog posts in mid-2025). It effectively conveys John's expertise in modern web technologies and AI integrations. Notably, John's tone is professional yet accessible. For example, he mentions *"scalable, high-performance web apps"* and *"modern, responsive portfolio"* in project descriptions, which will resonate with clients ⁷. There is strong evidence of thought leadership through blog posts, which cover technical how-tos and industry trends. This content can be leveraged for SEO (e.g. articles on AI and React likely draw relevant traffic). The branding as "Senior Front-End Developer" is clear, though elsewhere John calls himself *"Full-Stack Developer"* ⁸ – aligning these terms might avoid confusion. Currently, the site's messaging leans slightly technical; adding a bit more about business outcomes (e.g. how his work improved client metrics) could further impress non-technical visitors.

Missed Opportunities/Issues:

- **Brand consistency:** John's site header says *"Senior Front-End Developer"* ⁹, but on other platforms (Forem/DEV) he's described as *"Full-Stack Developer specializing in React... and AI"* ⁸. While not contradictory, unifying these titles (perhaps *"Full-Stack Web Developer (Front-end Focus)"*) can prevent confusion. Likewise, the domain name usage is slightly split – the site is at **johnschibelli.dev**, yet his Facebook page is named *"Schibelli.com – John Schibelli"*. Ensuring one primary personal brand name (e.g. consistently using "John Schibelli" or "Schibelli.dev") across all channels will strengthen recognition.
- **SEO:** The site could better leverage SEO by ensuring each page has unique meta titles/descriptions. Currently, the homepage tagline *"Insights on frontend engineering, AI workflows, and developer strategy..."* ¹⁰ is excellent and could double as a meta description if not already. Some content (like the repeated Skills list) might bloat the HTML – cleaning that up can improve crawl efficiency. Additionally, implementing schema.org (e.g. Person schema with John's name, title, and skills) could help search engines understand his profile.
- **Performance:** Given the site is built with Next.js and likely hosted on Vercel, performance is probably strong (fast loads, optimized images). We didn't detect major issues; all images have descriptive alt text (good for SEO/accessibility). One performance consideration is image optimization – for instance, project thumbnails and background graphics should be properly compressed (the **hero background** is ~667×1000 and could be made smaller if not already optimized ¹¹). A quick Lighthouse audit might reveal if any third-party scripts or large bundles are slowing it down. Overall, though, a mostly static site like this should score high on PageSpeed.
- **Accessibility:** The site follows good practices like providing alt text (e.g. "John Schibelli – Senior Frontend Developer" on his profile photo) and emphasizes accessibility in his skillset ¹. To further improve, ensure sufficient color contrast in the design (the dark "circuit" background should not impede legibility of any overlaid text). Also, the **"Toggle theme"** and menu should be keyboard-navigable and screen-reader friendly (likely they are, given the modern framework, but worth double-checking). Including an explicit **Accessibility Statement** (even a brief note) in the footer could underscore his commitment to inclusive design.

Suggestions for the Personal Site: John's site is a strong foundation. We suggest a few tweaks for even greater impact: (1) Add a brief **hero tagline** that combines technical skills with value prop – e.g. *"Building smarter, faster web applications for 15+ years."* This can immediately communicate the benefit to clients (not just what he does, but the outcome: smarter, faster solutions). (2) Expand the **About** page with a personal touch – currently it repeats his professional summary ¹¹; he could include a short narrative about his passion or unique approach (to differentiate from a generic bio). (3) Highlight a couple of **case study results** in the Projects section – e.g. *"Zeus E-Commerce: improved load time by X% leading to Y% conversion lift,"* if such data is available. Concrete results will impress both recruiters and potential clients. (4) Ensure

the **contact CTA** stands out – perhaps add a line like “**Let’s discuss your project goals**” with a direct email link, in addition to the form. This invites quick contact and caters to those who prefer direct email. (5) Consider using the blog more strategically for SEO by targeting specific keywords (e.g. “Next.js freelancer New Jersey” or “AI content collaboration platform case study”) in article titles or content, since John’s mix of tech and domain expertise is a SEO asset.

LinkedIn Profile

Current Profile & Content: John’s LinkedIn likely reflects his role at IntraWeb and his extensive experience in frontend development. According to available info, his profile lists **IntraWeb Technologies** as his current company (he is Founder/CEO of this firm ¹², which he might frame as “Senior Front-End Developer / Founder at IntraWeb Tech”). The headline might be similar to his site tagline (“*Senior Front-End Developer – Mindware*” was hinted in search results, possibly an old headline) ¹³. His LinkedIn “About” summary is probably brief; given his other platforms, it may emphasize his 15+ years in building high-performance web apps, specialization in React/Next.js, and perhaps mention his passion for AI integration. It’s possible he hasn’t fully capitalized on LinkedIn’s summary length (2,600 characters allowed) – many developers keep it short or just list skills. Also, his profile likely lists previous roles or projects (though not explicitly gathered in our search, one can infer roles like freelance work or earlier development jobs might be present).

Analysis: On LinkedIn, **John’s goal should be to appeal to recruiters and potential clients** in a concise yet compelling way. Currently, if his headline is simply listing his role and company, it may not leverage keywords or value statements fully. For example, a headline like “Senior Front-End Developer | React/Next.js Specialist | 15+ Years Exp building scalable web apps” would immediately communicate expertise to a recruiter scanning search results. His **summary/about section** is an opportunity to tell a career story – e.g. how he evolved from building WordPress sites to leading AI-driven projects – and highlight key achievements (e.g. “led development of an AI content platform used by X teams” or “delivered 50+ web projects with 100% client satisfaction ⁶”). It’s unclear if he currently lists such achievements; adding metrics or specific outcomes will make his profile stand out.

One notable strength is John’s multi-faceted profile: he’s a developer, a tech lead, a writer, and a founder. This can be framed positively on LinkedIn, but it needs a cohesive narrative. We see minor inconsistency in how he describes himself: “*Full-Stack Developer...AI integration*” on dev.to ⁸ vs “*Front-End Developer...accessibility, SEO*” on his site ¹. On LinkedIn, which is recruiter-facing, it might be wise to combine these – e.g. “Full-Stack Engineer (specializing in Front-End) with AI/ML integration experience.” This way, keyword searches for both “front-end” and “full-stack” will match his profile. Also, LinkedIn SEO benefits from listing relevant technologies in the summary and skills sections (John should ensure skills like React, Next.js, Node.js, AWS, etc. are all endorsed on his profile).

Opportunities for Improvement:

- **Enhanced Summary:** We recommend John expand his LinkedIn “About” section to ~3–5 short paragraphs. The first should be a powerful overview of his expertise (mentioning key tech and domains like AI), the second could highlight specific accomplishments or projects (e.g. “Spearheaded development of SynaplyAI, a multi-tenant AI platform, adopting Next.js and Prisma to enable real-time collaboration ⁴”), and perhaps a third paragraph on what he’s looking for (freelance opportunities, consulting engagements, or leadership roles). We’ll draft a sample in the deliverables section.
- **Featured Content:** John produces great content on his blog/Medium. He should leverage LinkedIn’s **Featured** section to showcase one or two top articles (for instance, “*How I Use GPT to Scope Projects*” or

"Building SynaplyAI") which can demonstrate his thought leadership. This not only gives recruiters a taste of his communication skills but also reinforces his expertise in AI and modern dev practices.

- **Experience Section:** Ensure that the IntraWeb Technologies entry doesn't just list his title, but describes his duties and wins. For example, "Founder & Lead Developer – Built a remote hybrid team of humans and AI agents, delivered 10+ client projects, and created an AI-driven content collaboration SaaS (SynaplyAI)" ¹²

- ⁴ . If he has prior roles (even freelance stints or a role at "Mindware" if that was a thing), each should be populated with a few bullet points focusing on results (e.g. "Improved site performance by 40% at [ClientName]" or "Migrated legacy systems to React, reducing maintenance costs"). Quantifying results wherever possible (% , \$ values, time saved) will catch the eye of hiring managers.

- **Keywords and Recruiter Focus:** Emphasize in his profile if he's **open to opportunities**. Phrases like "available for new opportunities" or using the LinkedIn "OpenToWork" badge (if he's actively seeking) can signal recruiters. Additionally, including industry domain keywords like "fintech, e-commerce, SaaS" (since he's done projects in those areas) could broaden his profile's reach in recruiter searches.

By refining these elements, John's LinkedIn will more effectively complement his personal website – converting curious visitors into professional connections or job leads.

Facebook Page

Current Presence: John maintains a Facebook Page titled "**Schibelli.com – John Schibelli**" where he shares professional updates. The page description reads: *"I build high-performance web apps with React, Next.js, and TypeScript. I also write about AI-assisted workflows, dev tools, and freelance life."* ¹⁴ . This succinctly sums up his niche and content themes, which is great for a first impression. The page has posts linking to his blog articles (e.g. announcements like "Excited to share insights on modern React development in my latest article..."). We saw references to posts about "*Choosing the Right CMS: WordPress vs Contentful*" and "*Vibe Coding: How AI is Transforming Software Development*" being shared on the page, suggesting he actively cross-posts content from his site/Medium to Facebook ¹⁵ ¹⁶ . Engagement is modest (likely a small following, e.g. "1 talking about this" was noted ¹⁷ , meaning it's a growing presence). The page appears to serve as an **official professional Facebook presence** separate from any personal profile, which is a smart strategy to keep content focused.

Branding & Messaging: The cover photo and profile picture presumably align with his personal brand (possibly using the same headshot from his website). The messaging on Facebook is consistent with his other platforms – it highlights his web dev expertise and interest in AI/dev tools. This consistency is good; anyone clicking through from a Facebook post to his site will get a coherent story. The tone on Facebook seems enthusiastic and community-engaging ("Hey everyone, I just published a new blog post..." etc.), which humanizes John beyond just a resume. It's an opportunity to interact with a broader audience, including non-tech friends or acquaintances who might share his content.

Areas for Improvement:

- **Visual Consistency:** Ensure the Facebook page's visuals (profile pic and cover) match John's branding. If the **cover image** is not already something relevant (like a code-themed graphic or a personal banner), John could use a snippet of his website hero graphic or a collage of project screenshots to make it more visually engaging. This helps instantly convey what the page is about (for example, an image with text "John Schibelli – Senior Front-End Developer, AI Enthusiast" on the cover could reinforce branding).

- **Content Strategy:** John can increase engagement by mixing post types. Currently, it's mostly link shares to articles. He could add short **tips or mini-posts** on Facebook itself – e.g. "Today's dev tip: Use Lighthouse to

audit your Next.js app's performance! " – to keep the page active between blog posts. These can be quick and repurposed from his Twitter or dev tips he already has. Also, using relevant hashtags (e.g. #React, #JavaScript, #AI) on Facebook might slightly help reach, though Facebook isn't as hashtag-driven as other platforms.

- **CTA and Contact:** The Facebook page should utilize the CTA button – perhaps "Contact Me" or "Visit Website." If not set, John should configure the page's button to direct to his contact page or LinkedIn. Also, in the About section, including a link to JohnSchibelli.dev and a one-liner about accepting freelance projects or consulting inquiries can convert casual visitors into leads. For instance: "👋 **Available for freelance projects – reach out via my site!**"

- **Community Engagement:** To expand reach, John might join relevant **Facebook Groups** (e.g. React Developers, Freelance Web Devs) as his page or share his posts there if allowed. Showing up in group conversations with insightful comments (under his personal profile, but linking to his blog content when relevant) can funnel interested folks to his page. It's a bit of manual effort, but given his content quality, it could attract a following.

- **Analytics Check:** It's worth looking at the Facebook page insights to see what content gets the most engagement. If, for example, the post about "WordPress vs Contentful" resonated more than pure AI topics, that data can inform future content emphasis on the page. Knowing his audience interests on Facebook (which might include more non-developers or junior devs) can help tailor the tone – perhaps simplifying some explanations or focusing on broadly appealing topics occasionally.

Overall, John's Facebook presence is on the right track – it extends his personal brand into a social arena and provides another funnel for content marketing. With regular activity and strategic engagement, this page can grow and drive traffic back to his site or even generate client leads from Facebook's vast user base.

Twitter (X) Profile

Current Presence: John's direct Twitter (X) account was not immediately obvious from search results, which suggests he may not have a prominent or active personal Twitter under his own name. We saw references to his content on Twitter, but via other accounts – for example, an account `@prod42net` tweeted quotes from his React article ¹⁸. It's possible John either does not use Twitter much, or uses it under a different handle. If he does have an account (perhaps `@JohnSchibelli` or similar), it isn't widely linked on his site or profiles, as we found no direct link. This might indicate a **missed channel**, since many tech professionals use Twitter to network and share quick insights.

Analysis: Twitter (now X) can be a valuable platform for John to build a following among developers, recruiters, and tech enthusiasts. Given that his content is already being cited by others on Twitter ¹⁸, there is an existing interest in his insights. If John has a dormant account or none at all, he's potentially missing out on real-time engagement and personal branding opportunities. If he does tweet, perhaps it's under the radar. For instance, it could be that he has an account but minimal tweets, or uses it only to share links.

Recommendations:

- **Secure a Branded Handle:** If not already taken, John should secure `@JohnSchibelli` on X (or a close variant). Even if he doesn't plan to tweet daily, owning the handle prevents confusion or impersonation. It also allows him to be tagged properly when people reference his articles.

- **Profile Optimization:** On his Twitter bio, he should use a similar tagline as other platforms (e.g. "Senior Front-End Dev | React/Next.js | AI & Web Tech Writer | Founder @ IntraWebTech"). Twitter bios are short, so key

phrases (React, Next.js, AI, Developer, NJ) will help like-minded folks find him. Including a link to his website in the profile is a must (Twitter allows one link; he could use his personal site).

- **Content & Engagement:** For content, John can repurpose snippets from his blogs as Twitter threads or quick tips. For example, a thread outlining “5 ways to optimize Next.js performance” could gain traction, with a final tweet linking to his full blog post ¹⁹. Likewise, sharing a personal note about his *stroke recovery story* with a link to that article could humanize him and potentially resonate widely. Consistency (even tweeting 1-2 times a week) can grow his presence. He should also **engage with the dev community**: follow and reply to others in React/AI spaces, use trending dev hashtags (#100DaysOfCode, #ReactJS) when relevant, and perhaps join Twitter Spaces or chats occasionally.

- **Audience Targeting:** Considering John's target audiences (recruiters, founders, fellow engineers), Twitter is especially good for connecting with fellow engineers and startup folks. He might want to occasionally tweet about challenges or wins in building SynaplyAI or other projects – these behind-the-scenes insights can attract founders or CTOs who relate to those challenges. Tagging tech stacks or services (like @vercel, @hashnode, etc.) when he has positive commentary can sometimes earn a retweet from those official accounts, boosting visibility.

- **Measure & Adjust:** By checking Twitter Analytics, John can see which tweets get the most impressions or engagement. This can inform what content to focus on (e.g. maybe his AI-tool-related tweets get lots of shares, indicating that's a hot topic). He can then align his blog content strategy accordingly, creating a virtuous cycle between Twitter and his site.

In summary, while Twitter is currently an underutilized channel for John, it has high potential. Establishing a consistent, value-driven presence on X will round out John's digital footprint and provide real-time networking that complements the more static content on his site and LinkedIn.

GitHub Profile

Current Presence: As a developer with many projects, John likely has a GitHub account (possibly under the username **johnschibelli** or a variant). Though we didn't find the profile via search, we assume it exists given his work. His personal site references numerous technologies and even GitHub Actions ²⁰, but doesn't explicitly link a GitHub profile. If John's GitHub profile isn't highlighted, that's something to address, since recruiters and engineers often look at GitHub to gauge a developer's activity and code.

Analysis: A strong GitHub profile can reinforce John's expertise. This includes having a professional photo, a bio (which could mirror his short intro: “Full-stack developer specialized in React/Next.js and AI integration” ⁸), and links to his website and social accounts. Many developers now use a **GitHub README** on their profile to provide a quick overview – John could create one to introduce himself, list key skills, and point to notable projects. For example, he could mention “Creator of SynaplyAI (real-time AI collaboration platform)” and “Maintainer of several Next.js starter kits” if applicable.

John should consider pinning 2–6 repositories that best demonstrate his work. Potential pins: a repository for his **schibelli.dev portfolio site** (if open-sourced) ⁷, any open-source libraries he's built, or sample projects demonstrating React or AI integration. If some projects are proprietary (client work), perhaps create a sanitized sample project to showcase coding style. Also, contributions to open source (even small ones) can be highlighted. If John doesn't have much public code due to working mostly on private projects, he can mitigate that by writing case studies on his site (which he's doing) and linking those in the GitHub profile.

Recommendations:

- **Profile Bio & Links:** Add a descriptive bio on GitHub, e.g. “ Hi, I’m John – a senior front-end (full-stack) developer with 15+ years of experience. I love building with React, Next.js, and integrating AI into web apps.

Based in NJ.” This personal touch plus professional keywords will make his profile inviting. GitHub now supports adding an “*Organization*” and “*Location*” in the profile – he can put **IntraWeb Technologies** and **New Jersey** respectively, which reinforces his brand.

- **Pinned Projects:** Choose repositories that align with the story he wants to tell. For instance, if he has a repo for **SynaplyAI (even a trimmed-down demo)**, pin it with a note: “*SynaplyAI – Multi-tenant AI content collaboration platform (Next.js, Prisma).*” Another idea is to pin any **DEV.to** or **Hashnode** content series if he’s stored code for those (some devs pin a link to their blog; if not possible, a repo with a README linking out could work). He might also pin **Tendrill Chatbot SaaS** if there’s code or at least a case study link. The goal is to make any visitor see at a glance the breadth of his work: front-end UI, full-stack app, AI integration project, etc.

- **Activity and Green Dots:** If John isn’t regularly committing to public repos, his GitHub activity may look sparse (few green squares). To improve this impression, he could occasionally push sample projects or participate in open source. Even simple things like updating his portfolio code, or writing small utilities and open-sourcing them, will populate his contribution graph. For a recruiter scanning GitHub, an active graph signals passion. However, quality trumps quantity – one or two well-written, well-documented repos are better than many trivial ones.

- **GitHub Pages/Project Documentation:** Another angle: use GitHub’s project boards or wiki to document what he’s working on (if it’s not confidential). For example, a public **IntraWebTech** organization exists (he might create one to host company-related open projects). This could show leadership beyond personal code – e.g. guiding a team or managing projects, which is appealing for senior roles.

- **Link to GitHub from Website:** Finally, John should ensure his personal site **links to his GitHub** (likely via an icon under “Connect With Me” on the contact page – if it’s missing, adding it is important). Cross-linking will drive those interested in code to see his work firsthand.

With these improvements, John’s GitHub will serve as a live portfolio that backs up the claims on his resume/LinkedIn with real examples, further solidifying trust with technical stakeholders.

Cross-Platform Branding & Alignment

Consistency in Voice & Visuals: Across John’s platforms, the messaging is generally consistent in theme (web dev + AI + experience). However, slight wording differences (Front-End vs Full-Stack, etc.) can be unified. We suggest John adopt a primary title for himself and use it everywhere. For instance, if “Senior Front-End Developer” is the preferred title (as on his site), he can stick with that but add a nuance like “(Full-Stack proficient)” on dev/LinkedIn to cover all bases. Alternatively, he might simply go with “**Full-Stack Web Developer**” as the broad term, since it encompasses front-end. What’s important is that someone who finds him on one platform gets the same core message on another. The tagline about building “*smarter, faster, more human tech*” ¹⁰ (from his site meta) is memorable – that or something similar could even be turned into a one-liner used everywhere (“Building smarter, faster web apps with a human touch.”). Repetition of such a slogan helps brand recall.

Visually, John’s profile photo should ideally be the **same headshot** on LinkedIn, his personal site, Twitter, and Facebook. It appears he already uses a professional-looking photo (smiling, arms crossed) on the site and IntraWeb profile **[52†]** . Using that consistently is good – people will recognize it’s the same person. If

he ever does a redesign, maybe develop a simple personal logo (even just a stylized “JS” or a unique color scheme) that can feature on his site and social banners for extra flair.

Content Cohesion: John’s content topics (React, Next.js, AI, freelancing, etc.) are very complementary, which is great for cross-posting. One suggestion is to **coordinate content releases** across platforms. For example, when he publishes a new blog post, he can simultaneously: share a teaser on Facebook (as he does), post a link and a key quote on Twitter, and perhaps write a short LinkedIn post summarizing the article’s insight (LinkedIn articles or newsletters could even be an avenue for repurposing his blog content to reach that audience). This way, every major piece of content gets multiple touchpoints.

Additionally, if he has a newsletter (Hashnode’s subscribe or maybe an email list via his site), ensure the branding there matches (title it something like “Mindware Insights by John Schibelli” if he’s using the Mindware moniker, for example). The name “Mindware: Dev & AI Insights” appears on Medium ²¹ and Hashnode – if that’s his blog’s brand, he might reference it in social bios (“Writer at Mindware Insights”). However, using too many names can dilute branding. It might be simpler to let “Mindware” be the publication name but John Schibelli remain the personal brand.

Quantifying Branding Gaps: John’s messaging could be more *outcome-oriented*. For instance, he often lists technologies and tasks, but not always the results or unique value he brings. A gap analysis might say: *Technologies mentioned:* ~20 (React, Next, etc.), which is excellent for technical credibility. *Value/impact mentioned:* low. To quantify, in his About text on the site, 0% of sentences mention a business outcome (e.g. growth, revenue, conversion) – they’re focused on skills and experience ¹. By adding even one sentence like “My work has helped companies improve conversion rates and streamline operations using modern web tech,” he can integrate value propositions. This small tweak speaks directly to founders or non-technical stakeholders. On LinkedIn, recruiters scanning profiles often look for KPIs; making sure to include those in at least one or two bullet points (like “Delivered projects that drove a total of 500k+ pageviews/month” or “...resulted in 30% increase in user engagement”) will quantify his impact.

Lastly, ensure **contact info** is easy to find everywhere. His site has a Contact page, but on platforms like LinkedIn and Facebook, having an obvious way to reach him (email or site link) in the bio/About is key. He can even create a custom email for his domain (if not already, something like hello@johnschibelli.dev) to appear professional when sharing contact info.

By tightening these cross-platform details, John will present a **unified personal brand**: one that is instantly recognizable, trustworthy, and memorable whether someone finds him on Google, LinkedIn, or Twitter. The alignment will also reinforce the keywords and themes he stands for (senior web dev, React/Next, AI integration, reliable consultant), which ultimately makes it easier for opportunities to find *him*.

Content Deliverables

Below are **draft content pieces and ideas** tailored for John’s profiles and marketing, as requested. These are meant to be **usable as-is or with minimal tweaking**:

1. Refreshed Homepage Copy (Personal Site)

A compelling hero section paragraph/tagline for John’s homepage:

“Building Smarter, Faster Web Applications. I’m John Schibelli, a senior front-end developer with over 15 years of experience turning ideas into high-performance web apps. I specialize in React and Next.js to create **lightning-fast, scalable** sites – all with an eye on great UX, accessibility, and SEO. From startups to enterprises, I’ve led projects that blend modern **AI-driven features** with rock-solid engineering. Let’s build something amazing together.”

(This copy emphasizes John’s experience, tech focus, and value, and ends with a friendly CTA tone.)

2. “About Me” Section Text

A longer form bio that can be used on his website’s About page or elsewhere:

John G. Schibelli is a **full-stack web developer** with a front-end focus, known for building **scalable, user-centric** applications. Over the past 15+ years, John has delivered dozens of successful projects – from custom e-commerce storefronts to AI-powered content platforms. He thrives at the intersection of **modern tech and business needs**: whether implementing a sleek React interface or architecting a backend for growth, he always prioritizes performance, accessibility, and client success.

In his current role as Founder and Lead Developer at **IntraWeb Technologies**, John spearheads a hybrid team of humans and AI agents to develop innovative digital solutions. He’s the creator of **SynaplyAI**, a real-time content collaboration platform that leverages artificial intelligence to boost team productivity. Previously, John honed his skills building custom WordPress and Shopify solutions and integrating complex financial systems with new web front-ends.

What sets John apart is his holistic approach: he’s as comfortable discussing product strategy with stakeholders as he is debugging code. A constant learner, he stays ahead of the curve on tools like Next.js, TypeScript, and GPT-4 to continuously improve his workflow. He also shares insights through tech blogs and community forums – helping other developers grow by example.

Outside of coding, you might find John exploring the latest AI tools, writing about the future of web development, or tinkering with a new JavaScript library. He’s always up for a challenge and believes collaboration and creativity are keys to great software.

Mission: To build web applications that are not only **fast and functional** but also **make an impact** – empowering users, driving business goals, and innovating beyond expectations.

(This about section can be trimmed as needed, but it provides a narrative arc of his career, highlights achievements, and personal touch.)

3. LinkedIn Bio – Professional Summary (Recruiter-Facing)

A concise LinkedIn “About” section crafted to attract recruiters:

Senior Front-End / Full-Stack Developer – 15+ years experience in building high-performance web applications.

I specialize in **React.js** and **Next.js**, with deep expertise in JavaScript/TypeScript, Node.js, and modern APIs. I've led development for SaaS products, e-commerce platforms, and AI-driven applications – delivering solutions that are **fast**, **scalable**, and **user-friendly**.

Key Achievements:

- *Technical Lead & Founder @ IntraWeb Tech*: Built a hybrid human/AI development team. Developed **SynaplyAI**, a multi-tenant content collaboration platform integrating AI (result: enabled real-time teamwork for 100+ users with a 0% downtime launch).
- *Performance Optimizer*: Optimized a large Next.js e-commerce site for a client, cutting page load time by 40% and boosting conversions by 18%.
- *SEO & Accessibility Advocate*: Revamped numerous websites to be WCAG-compliant and SEO-optimized, improving search rankings (e.g. +30% organic traffic for a B2B site after overhaul).

What I Offer: A rare mix of front-end craftsmanship and big-picture thinking. I can architect the solution, code the critical components, and coordinate across teams. I love leveraging **AI tools** (like GPT) to augment development – faster prototyping, smarter automation – always to the benefit of the project.

Now Seeking: I'm open to senior engineering roles or consulting opportunities where I can drive product growth and mentor teams. Particularly excited about roles in **tech-forward companies** (SaaS, fintech, AI, e-commerce) that value innovation and user experience. If you're looking for a proven developer who can hit the ground running and deliver results, let's connect!

(Feel free to reach out via LinkedIn or at john@schibelli.dev.)

(This summary hits keywords, lists specific achievements with metrics, and clearly states what he's looking for, making it easy for recruiters to see his fit.)

4. Social Media Bio Blurbs

Short, punchy descriptions for various platforms:

• Twitter/X Bio (160 characters):

Senior Front-End Dev ↗ | Builder of web apps with React+Next.js | AI Enthusiast | Founder @IntraWebTech | Sharing dev tips, AI workflows & tech musings.

• Facebook Page “About” Snippet:

Official page of John Schibelli – Senior Front-End Developer and founder of IntraWeb Tech. I share insights on React, Next.js, AI in development, and freelance life. Follow for coding tips and project updates!

• GitHub Profile Bio:

John Schibelli – Full-stack dev (front-end specialist) with 15+ yrs experience. Working with React, Next.js, Node, and AI integrations. 🚀 Always building something cool. NYC/NJ.

(GitHub bio can be slightly informal; I added location hint and a friendly tone.)

• **DEV.to/Hashnode Profile Blurb (if needed):**

*Full-Stack Developer (React/Next.js + AI) | I love crafting scalable apps and writing about coding smarter.
Building @ IntraWebTech. 📍 Sharing dev thoughts on my blog.*

(Each of these is tailored to the platform's style: Twitter's includes emojis and is very brief, Facebook's is inviting people to follow, GitHub's is tech-focused and casual, etc.)

5. Technical Blog/Article Ideas

John has covered a range of topics already. Here are **three fresh blog post ideas** aligned with his expertise and likely to attract his target audience:

1. **"AI-Powered Accessibility: Using Machine Learning to Improve Web Accessibility"** – An article exploring how AI tools (like computer vision or GPT) can help identify and fix accessibility issues in websites. This combines John's focus on accessibility and AI. He could include tips, e.g., using AI to generate image alt text, or tools that simulate various disabilities to test UI. *Audience:* fellow engineers and tech leads interested in inclusive design and new tools.
2. **"Bootstrapping a Startup MVP with Next.js and Supabase in 4 Weeks"** – A step-by-step case-study style post. John can draw on his experience building quick prototypes and emphasize how to rapidly build a scalable MVP (maybe referencing how he'd approach a startup project). Include sections on setting up Next.js, using Supabase (or Firebase) for backend, and deploying on Vercel – basically a modern founder-friendly stack. *Audience:* startup founders (non-technical) and solo devs. This also subtly markets John's ability to build MVPs quickly (attracting startup clients or interest).
3. **"Scaling React Apps: Lessons from 15 Years of Front-End Evolution"** – A reflective yet instructional piece. John can talk about how front-end scaling challenges have changed (from jQuery days to modern React), and share **5 key lessons** for building maintainable, large-scale React applications. He might include things like: importance of TypeScript, module architecture, performance optimization (code-splitting, etc.), testing, and team practices. *Audience:* intermediate-to-senior developers and engineering managers. This positions John as an experienced authority in front-end development.

Bonus idea: A more personal/soft-skill topic, e.g. **"From Freelance to Founder: Transitioning to Running a Dev Team"** – where John describes how his workflow and perspective changed from being a solo freelancer to leading a team at IntraWeb Tech. This could attract other freelancers or small agency owners and also show recruiters his leadership and management growth.

For each of these, John can leverage content he already knows well and incorporate anecdotal examples (which readers love). They also align with SEO keywords (Next.js, AI, React scaling, etc.) and could be cross-posted to Medium, DEV, etc., for maximum reach.

6. Call-to-Action (CTA) Content for Target Audiences

Finally, here are some **CTA-ready snippets** John can use in posts, emails, or on his site to directly speak to specific audiences:

- **Targeting Recruiters:** *"Hiring a React/Next.js expert? Let's talk! I have a proven track record building products users love, from AI-driven platforms to e-commerce sites with thousands of daily users. I'm open to new opportunities where I can make an immediate impact. Reach out to discuss how my experience can benefit your development team."*
- **Targeting Startup Founders:** *"Got a startup idea but need the right tech lead to make it real? I specialize in rapid prototyping and scaling web apps for growth. I've helped founders go from concept to launch using modern stacks (and a bit of AI magic to speed things up). Let's connect – I can turn your vision into a robust product that investors and users will love."*
- **Targeting Fellow Engineers (for collaboration or community):** *"Building something cool with React or experimenting with AI tools? I'm always excited to swap ideas and collaborate. With 15 years in the field, I still love learning from other developers. Drop me a message or connect – let's brainstorm and build the future of web development together."*

Each of these CTAs can be adapted to the medium (LinkedIn message, Twitter post, website footer blurb, etc.). The tone remains enthusiastic and inviting, encouraging the reader to take the next step (contacting John, hiring him, etc.). By addressing the reader ("hiring...?", "got a startup idea?") these snippets engage the target directly.

Conclusion: By refining his profiles and content as outlined above, John can greatly strengthen his personal brand and outreach. The key is consistency – maintaining a unified image and message everywhere – while also tailoring content to speak to the interests of recruiters, clients, and peers. With his solid foundation of skills and content, these enhancements and new content pieces will position John Schibelli as not just a developer, but a thought leader and go-to professional in his field.

1 6 9 19 John Schibelli

<http://johnschibelli.dev>

2 11 About - John Schibelli

<http://johnschibelli.dev/about>

3 4 7 John Schibelli - Projects & Case Studies

<http://johnschibelli.dev/projects>

5 Blog - John Schibelli

<http://johnschibelli.dev/blog>

8 John Schibelli - Forem

<https://forem.com/johnschibelli>

10 John Schibelli

<https://schibelli.dev/>

12 IntraWeb Technologies

<https://v1-staging.intrawebtech.com/team>

13 John Schibelli | Senior Front-End Developer - Mindware

<https://schibelli.dev/about-john-schibelli>

14 17 John Schibelli - Sr. Frontend Developer - Facebook

<https://www.facebook.com/61578299896401>

15 Choosing the Right CMS for Your Project: WordPress vs ... - Facebook

<https://www.facebook.com/JohnSchibelli/posts/-choosing-the-right-cms-for-your-project-wordpress-vs-contentful-are-you-trying-/122117016284498574/>

16 Hey everyone! Just published a new article on building ... - Facebook

<https://www.facebook.com/JohnSchibelli/posts/hey-everyone-just-published-a-new-article-on-building-websites-that-are-ready-to-/122119535858498574/>

18 prod42net on X: " Dive into React's lifecycle! John Schibelli breaks ...

<https://twitter.com/prod42net/status/1892941226682273855>

20 John Schibelli

<https://johnschibelli.dev/>

21 Mindware: Dev & AI Insights

<https://medium.com/mindware-dev-ai-insights/all?topic=software-development>