



MATTHEW RUSSELL RENFER

Software Engineer

ATLANTA, GA

MR.RENFER@GMAIL.COM

MATTHEWRENFER.COM

Software Engineer experienced in developing performant, scalable web and mobile applications using modern JavaScript frameworks. Skilled in building maintainable front-end architectures, integrating APIs, and collaborating across DevOps and backend teams.

SKILLS

Front-End: React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Sass, Tailwind

Back-End: Node.js (Express, Nest.js), PHP (WordPress/Laravel), REST & GraphQL APIs, PostgreSQL

Performance & SEO: Lighthouse/Google PageSpeed Insights optimization, image optimization, caching, SEO-friendly routing and metadata, accessibility

Tools & DevOps: Git/GitHub, GitHub Actions CI/CD, Docker, AWS, WP Engine, Vercel, environment configuration, automated deployments

CMS & Headless: WordPress (theme/plugin dev), headless CMS workflows

Collaboration & Process: Agile delivery, cross-functional alignment with design/product/engineering, code reviews, documentation, estimation, client communication

EXPERIENCE

INTERFACE ENGINEER

SOLTECH - ATLANTA, GA

JULY 2021 -
JUNE 2025

- Built and optimized responsive React/Next.js applications used by thousands of users, improving load times and usability across multiple client platforms.
- Improved Soltech's flagship site performance and searchability and reduced maintenance burden by implementing best practices.
- Partnered with cross-functional teams—including design, marketing, and backend—to deliver performant, maintainable code that saved in development time.
- Integrated third-party APIs and automation tools that improved content workflows and reduced manual updates.
- Implemented reusable component systems that standardized design patterns and accelerated new project launches.

Technologies: HTML, CSS, JS/TS, React/Next.js, Vue.js, PHP/WP, Node, Next.js, Nest.js, React(React Native), Docker, AWS, MS Azure, CI/CD, MySQL/PostgreSQL/MongoDB, Git/Github

SENIOR WEB DEVELOPER

TACTIC EDGE SOLUTIONS - ATLANTA, GA

SEPT. 2020 -
MAY 2021

- Expanded technical breadth while launching and maintaining multiple WordPress-based marketing and application sites.
- Collaborated with product teams to develop new customer-facing features and improve user experience through design mock-ups and front-end enhancements.
- Implemented optimized WordPress themes and plugins to improve site performance and SEO visibility.
- Introduced UI refinements that increased client conversion rates and user engagement.

Technologies: HTML, CSS, JS/TS, Angular, WordPress, Elementor, WP Engine, Git/Github

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EXPERIENCE

SENIOR WEB DEVELOPER

GARDNER-WEBB UNIVERSITY - NC

DEC. 2015 -
SEPT. 2020

- Served as university-wide web development lead, delivering digital solutions for academic, administrative, and marketing departments.
- Assisted in the planning and implementation of several website redesigns, migration and university rebranding efforts.
- Managed full project lifecycle—from requirements gathering through deployment—for new site sections, database-driven applications, and marketing campaigns.
- Launched redesigned enrollment landing pages that supported measurable growth in student applications.
- Ensured accessibility and performance compliance across university web properties.

Technologies: HTML, CSS, JS, PHP, WordPress, C#/.NET

STAFF WRITER

GARDNER-WEBB UNIVERSITY - NC

JUNE 2014 -
DEC. 2015

- Wrote and edited marketing content, articles, and university publications, supporting university enrollment and retention.
- Collaborated with marketing and academic departments to develop clear communication materials.
- Supported digital content strategy, ensuring consistency across web and print channels.

WEB DEVELOPER

GARDNER-WEBB UNIVERSITY - NC

NOV. 2010 -
JUNE 2014

- Developed and maintained gardner-webb.edu, enhancing its public-facing enrollment process.
- Trained clients and coworkers to contribute content through university CMS and WordPress.
- Assisted University marketing efforts with fresh and edited copy for various media.
- Wrote and edited content for quarterly alumni magazine, Gardner-Webb: The Magazine.
- Assisted leadership in website feature implementations and copywriting needs.

Technologies: HTML, CSS, JS, PHP, WordPress, C#/.NET

WEB DEVELOPER

IMAGE MARKETING GROUP - NC

OCT. 2009 -
NOV 2010

- Developed practical web presences in alignment with client business goals, improving SEO rankings and reducing support requests.
- Trained clients and coworkers to edit websites through CMS.
- Solved front-end issues for client websites.

Technologies: HTML, CSS, JS, PHP

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PROJECTS

CUSTOM CRM

OCT. 2025 -
PRES.

Technologies: Next.js, TS, Supabase, PostgreSQL, Tailwind CSS, CI/CD, Vercel

Currently developing a custom client/project tracking app with the goal of improving user experience and workflows, saving the client time and effort.

STATE-LEVEL SCHOLARSHIP PLATFORM

JAN. 2025-
JUNE 2025

Developed and optimized a mobile-first advocacy front-facing web portal and web application supporting a state-level scholarship organization, resulting in an improved overall application experience for users. Built reusable components, implemented responsive layouts, and managed state for user interactions. Created modular SCSS architecture and integrated REST endpoints for dynamic content while coordinating with backend & Salesforce to align front-end API data flow.

SNAPCARE REBRAND/REDESIGN

MAY 2022 -
OCT. 2024

Technologies: HTML/CSS/JS/PHP, WordPress, WP Engine, Elementor, WP Rocket, Figma,

Engineered and deployed the complete website build and rebrand for a nationwide healthcare staffing platform (separate from their application platform). Developed a custom responsive WordPress theme from scratch with optimized SEO structure, resulting in increased visibility, usability and bottom-line revenue. Collaborated with marketing and design to improve conversion funnels, streamline content workflows, and enhance accessibility across all browsers and devices.

EDUCATION

B.A. in Professional Writing

WESTERN CONNECTICUT STATE UNIVERSITY - CT

2008

CERTIFICATIONS

The Modern React Bootcamp
Hooks, Context, NextJS, Router

The Web Development Bootcamp
HTML, CSS, JavaScript, React, Node, MongoDB and More!

Become a WordPress Developer
Unlocking Power With Code

User Experience Design Essentials
Adobe XD UI UX Design

Structured Vibe Coding with AI Coding Agents
Moving beyond simple vibe coding