

DIRECTOR OF WORDPRESS DEVELOPMENT & SUPPORT

Professional Profile

Attention to detail focused web designer, developer, and digital strategist with results driven sales and project execution record. Experience founding and operating a small WordPress web design company as well as operating and directing the WordPress Division at a large enterprise level development agency. Seeking an opportunity to work in a team setting to build beautiful, well-crafted web experiences that set that bar for usability and function.

Qualifications

- Strong experience managing long term web design projects from start to finish utilizing a team.
- Consistent use of strategic planning in order to deliver a positive client experience and to complete projects within budgets, time frames, and expectations.
- Experience with developing and supporting on going retainer support programs for 400+ clients.
- Skilled in discussing business and marketing goals with perspective clients and developing their needs into a comprehensive, written project proposals.
- Well versed in hiring and training project managers, account managers and sales staff to be effective and collaborative team members.
- Strong experience architecting advanced WordPress websites that combine modern design with enhanced function to achieve business requirements.
- Experience providing technical sales support to sales staff and tightly and accurately scope client projects.
- Strong experience developing proposal text and sales presentations that address specific prospect needs and requirements.Â

Experience

Director of WordPress Development & Support , 08/2017 i¼ Current Americaneagle.com, Inc. i¼ City , STATE

As the WordPress Department Director, I fill a variety of roles and responsibilities for which facilitating a team environment is crucial to providing great customer experiences. The core objectives of the department are three-fold: to build and develop websites and web applications, to provide post launch support to customers through a proactive partnership experience, and to support sales goals through solutions architecture and innovating WordPress technologies into the service offerings of other departments such as SEO and digital marketing.Â

At any given point in time the WordPress department at Americaneagle.com facilitates an average of 80 simultaneous projects. Project sizes range from smaller \$8K websites to large \$400K multi-phase enterprise level projects. This aspect of my job has afforded me the opportunity to blend creative talents with organizational skills to help project managers and clients to ensure all project and business requirements are met within budget. From my perspective, the key measurements of project success are: if the client is thrilled, if the project maintained a profitable hourly rate, and if the project requirements were fulfilled within with specified budget and timeframe.Â

I find this aspect of my job rich in opportunity and very fulfilling because it allows my team to step outside of the vendor mindset and embody a partnership approach to working with clients. By providing post-launch support for client's live production websites, we are afforded the chance to learn about their business and plan progressive website enhancements that allow them to engage their audience and accomplish their online goals. A large component of this part of my job is to provide managerial support, guidance, and education for my team's account managers who collectively support approximately 300 clients.Â

This aspect of my job is very rewarding because I can help businesses and organizations plan their "forever" website "a website that will digitally serve as an effective member of their business. Americaneagle.com has a team of roughly 20 sales people who specialize in various industries and sectors. I assist their sales efforts by helping scope projects, defining requirements, and planning WordPress builds that combine the most exciting technologies with best practices. In addition, I routinely review project proposals and develop proposal text that is used by all sales staff.Â

Post Launch Support Team Manager , 08/2016 i¼ 08/2017 Americaneagle.com i¼ City , STATE

In this position I managed a team of 4 account managers that each had a collection of 50-150 clients that they provided with direct support.Â This position exposed me to very valuable lessons in building and maintaining relationships with clients for the sake of long term partnership. Each client retained anywhere from 0-80 hours per month of maintenance hours with Americaneagle.com, and the depth of their individual needs varied greatly. A significant component of this position was working with my account managers to strategically plan proactive outreach and discussion with our clients in order to use their retainer hours in impactful ways that achieved business results for them. Much of this strategic planning related to design, functional enhancements, digital marketing, or SEO. For larger clients, developing a great partnership entailed planning and conducting quarterly roadmap meetings to learn about their marketing goals and help plan the execution. I really enjoyed this aspect of this role because it truly felt like I actually worked for my clients and not just Americaneagle.com, which empowered me to collaborate with them and be a part of accomplishing their goals.

Co-Founder / Web Designer , 04/2014 i¼ 02/2015 Button Down Digital LLC i¼ City , STATE

I founded a creative agency called Button Down Digital LLC in April 2014. My firm provided web design and branding services to small and medium-size businesses.Â

By starting this business, I acquired valuable experience in sales and project management. Other experience included contacting leads, conducting consultations, analyzing websites, and writing and developing proposals.Â

My other responsibilities at Button Down Digital included the actual design and development of client websites. This side of my business I enjoyed very much. It allowed me to be creative and artistic to achieve a client's marketing goals by, for example, designing lead-generating contact forms and call-to-action buttons. Upon completion of a web project, I monitored site analytics to find areas where function or design could be improved

and planned the implementation of those enhancements with my customers.

Military Experience

91D Power Generation Mechanic , 01/2011 i¼ 12/2015 Company Name

I performed unit and general support maintenance on tactical utility, precise power generation sets, internal combustion engines, and associated items of equipment. I was awarded for being an expert sharpshooter in my unit and graduated 2nd in my class during technical training. My 4 years in the United States Army taught me invaluable lessons in teamwork and communication.

Achievements

Military:

- Graduated from the United State's Army Tactical Support Equipment Department as an honorary graduate receiving a score of 99.36 and ranked 2nd in the class.
- Received brigade level Army Certificate of Accomplishment for selfless service and commitment to teamwork.
- Awarded National Defense Service Ribbon.
- Awarded Global War on Terrorism Service Ribbon.

Management (Americaneagle.com):

- Lead team that held the highest average NPS score for client satisfaction in the company for 2 quarters (score of 90).
- Built a consolidated WordPress team from the ground up.
- Developed a pivotal agency partnership with WP Engine resulting in better uptime and faster support for clients, in addition to increased hosting revenue for Americaneagle.com clients.Â
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- Trained and mentored entry level junior sales rep who went on to close \$1M in WordPress website sales over a period of 1 year.Â

Education

2010 Illinois State University i¼ City , State , USA Bachelor of Science Criminal Justice

2012 US Army Ordnance School i¼ City , State , USA Military Occupational Specialty Qualification Tactical Support Equipment Certifications

Â **Google Analytics Individual Qualification** -- GoogleÂ

Content Strategy for Professionals in Organizations -- Northwestern University via Coursera.

Social Media Marketing - Northwestern University via Coursera

Hubspot Inbound Marketing Professional -- Hubspot.com

Articles

Maintaining Design & Function Modularity with Toolset for WordPress, Part 1:Â <https://www.americaneagle.com/blog/web-development-blog/ellis-lamay/2018/07/19/maintaining-design-and-function-modularity-with-toolset-for-wordpress-part-1>Â

Maintaining Design & Function Modularity with Toolset for WordPress, Part 2: Â <https://www.americaneagle.com/blog/web-development-blog/ellis-lamay/2018/07/27/maintaining-design-and-function-modularity-with-toolset-for-wordpress-part-2>

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The Business Playbook for Selecting a WordPress Theme: <https://www.americaneagle.com/blog/web-development-blog/ellis-lamay/2017/08/18/the-business-playbook-to-selecting-a-wordpress-theme>

Skills

WordPress Proficiencies:

- Speed and performance optimization
- eCommerce development implementation (WooCommerce) (B2C, B2B)
- Website migration & setup of SSLs and CDNs
- Front-end development
- Custom post type implementation
- Custom fields implementation
- Custom post type data relationship implementation
- Form conditional logic implementation
- User portal architecture and development
- Hook and Filter development and use
- Multisite architecture and development
- Language Translation
- ADA / WCAG 2.0 compliance
- GDPR compliance

^ Languages:

- HTML (fluent)
- CSS (fluent)
- PHP (beginner)
- Javascript (beginner)

Software:

- Photoshop
- Sketch
- Git (command line or GUI)

Portfolio

The following are websites I have either designed, architected, or implemented functionality into:

<https://www.aerovfinancial.com/>

<https://www.paylocity.com/>

<https://www.autobahncc.com/>

<https://www.potomacriverrunning.com/>

<https://www.chicagostyleweddings.com/>

<https://www.ocdogranch.com/>

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