Rochelle Rossman

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Web Developer

Innovative and results-driven Web Software Developer with expertise in building scalable, high-performance web applications. Combining technical proficiency with over 15 years of leadership in customer-facing roles, excels at bridging the gap between development and user needs. Passionate about optimizing web performance, enhancing user experience, and driving strategic digital initiatives. Proficient in modern technologies, cloud platforms, and agile methodologies.

SKILLS

Amazon Web Services (AWS), Astro, CSS, Docker, Figma, Git, Github, HTML, JavaScript, Kubernetes, MySQL, Next.js, PHP, Python, React, Responsive Web Design, SASS, Scrum & Agile Methodologies, TypeScript, Vue.js, Wordpress

WORK EXPERIENCE

TechnologyAdvice · 05/2023 - 01/2025
Web Developer

- Spearheaded the migration of 20 legacy WordPress sites to a containerized AWS infrastructure, leading to a 35% cost reduction and a 66% decrease in deployment time.
- Revamped the company's marketing website within six weeks, transforming Figma designs into a high-performance site and leading to improved user engagement and marketing efficiency.
- Boosted marketing site performance by 42% as measured by Google PageSpeed Insights, enhancing SEO, load times, accessibility, and compliance with best practices.
- Played a key role in migrating a legacy multi-site property to a state-of-the-art headless CMS tech stack, resulting in significant cost savings and strategic insights.
- Rebuilt six WordPress sites from custom ACF themes to Full Site Editing block-based sites, improving editorial team flexibility and overall site functionality.
- Led the development of Vue-based WordPress plugin features, integrating real-time data from an internal SaaS product, streamlining data processes and enhancing user experience.
- Developed a localization solution for a site with over 1M monthly visitors in three weeks, enabling strategic expansion into the German market.
- Maintained a remarkable 99.89% uptime across a portfolio of 50+ high-traffic websites leveraging Datadog, Fastly/Signal Sciences, and Argo CD for monitoring and security.

Trader Joe's · 11/2013 - 07/2022
Lead Sign Artist & Crew Member

- Designed and created custom signage to enhance product visibility and drive customer engagement.
- Led a four-member team, ensuring high-quality work in a fast-paced retail environment.
- Collaborated with management and team members to align store operations with company goals.

EDUCATION

Certificate in Full Stack Web Development
Nashville Software School · 04/2022 - 03/2023