



STEVE PELLETIER

FRONT-END WEB DEVELOPER

CONTACT



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Orlando, Florida



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TECHNICAL & PERSONAL SKILLS

Web Development & Design

- Expert level proficiency in WordPress & Elementor
- Strong understanding of HTML, CSS, PHP, JavaScript, and React
- Mastery of Adobe Creative Suite (Photoshop, Illustrator, Premiere)

SEO & Digital Marketing

- Skilled in frontend/backend website optimization
- Experienced with AB Testing using VWO
- Proficient in technical SEO tools like Screaming Frog

AI & Technology Optimization

- Experienced in crafting effective prompts for ChatGPT, Claude, and Gemini
- Utilize AI tools for code optimization, error checking, and troubleshooting
- Implement AI-assisted workflows to enhance productivity and accuracy

Soft Skills

- Excellent communication and customer service skills
- Strong attention to detail
- Ability to meet strict deadlines

EDUCATION

University of Central Florida, Orlando, FL

Bachelor of Arts in Digital Media

Focus: Web Development

Graduated: 2017

University of South Florida, Tampa, FL

Associate of Arts

Initial Major: Journalism

Graduated: 2010

PROFESSIONAL PROFILE

Results-driven Front-End Web Developer with 10+ years in digital media, specializing in WordPress development for the plastic surgery and aesthetic industries. Expert in building modern, high-performance websites that enhance user engagement and drive organic growth. Proficient in WordPress customization, creative web design, and SEO optimization. Skilled in using industry-standard tools like Screaming Frog, VWO, and Google Analytics. Strong leader and mentor, effectively collaborating with cross-functional teams to deliver projects that exceed client expectations. Consistently improves site performance, user experience, and organic traffic through innovative solutions and data-driven strategies.

EXPERIENCE

SENIOR WEB DEVELOPER | MIA AESTHETICS - REMOTE

Feb 2023 - Present

- Boosted PageSpeed Insights mobile and desktop speed scores through comprehensive analysis and optimization
- Developed a React app with interactive body images, enhancing user engagement for virtual consultations
- Led projects to enhance site performance and user experience, managing development work solo while overcoming environment restrictions
- Utilized Screaming Frog for SEO audits, resolving technical issues and improving rankings for key industry terms. Assisted with N Gram Analysis and general technical SEO auditing
- Collaborated with content and SEO teams to improve topical authority and resolve Google algorithm penalties
- Conducted A/B tests using VWO, improving conversion rates through data-driven design changes

LEAD WEB DEVELOPER | PATIENTNOW - REMOTE

January 2022 - Feb 2023

- Co-led a team of 8 web developers, providing mentorship on best practices and up-to-date methods
- Implemented Elementor to streamline web production, reducing development time for robust websites by 30%
- Developed custom WordPress themes for aesthetic and medical-based websites, utilizing existing branding
- Managed projects from initial client consultations to final delivery for custom-designed websites
- Increased organic traffic by an average of 20% across client websites through SEO best practices
- Delivered high-quality, responsive websites that met technical standards and drove business results

WEB DEVELOPER | PATIENTNOW - ORLANDO, FL/REMOTE

March 2020 - January 2022

- Developed and maintained over 50 WordPress websites for medical practices, while efficiently managing an average of 50 daily support tickets
- Implemented code optimization techniques, reducing average page load times by 40% and improving overall website performance
- Conducted regular maintenance and updates, ensuring 99.9% uptime across all client sites while collaborating with cross-functional teams on broader marketing initiatives