



# William Boudle

Designer - Developer - Marketer



## < Profile >

**Name**  
William Boudle


**Date of Birth**  
July 7, 1980


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## < Social >

in/willamboudle 

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## < Experience >

2021-Now

**BDA inc**

eCommerce Solutions Architect

My primary project is a Magento 2 multistore instance with dozens of custom features, for B2B, B2C and B2E. Ultimately we will be migrating almost 100 clients stores including fortune 500's/ 5000's. I am on the Enterprise Architecture team and help develop the roadmap for BDA's shift to a composable architecture.

- Assisted with design and planning of AWS infrastructure
- Research and review best solutions for ecommerce business case
- Developed long term plan to refactor store features while optimizing and standardizing business services to reduce technical debt.
- Manage a team of developers, contractors, and qa's to ensure development meets functional requirements and high security standards
- Work with EA team to reduce portfolios silos and create composable architecture environment

2018-2021

**Ecklers Automotive**

Sr. Magento Developer/Solutions Architect

Hired to help migrate 12 different M1 sites into a single M2 using multisite.

- Converted custom product types into Magento product types
- Worked on building the new system integration from DAX/AS400
- Constant help in data management of a catalog of 500k+ products
- Converted M1 modules into M2 modules & configured modules
- Have created custom feeds, Google PLA's , Channel Advisor, Unbx'd Search
- Became certified in Jitterbit - For salesforce integration we are currently working on.

2011-2018

**JSR Direct**

eCommerce Manager & Developer

Developed numerous websites in Magento and Wordpress and oversaw all aspects of ecommerce and online marketing. Developed and implemented online marketing plans to increase sales and exposure.

- Built and managed Magento sites with custom multistore implementation for international entertainment acts such as musicians
- Created custom backend for clients to review their sales, inventory and manage their magento microsite.
- Customized numerous magento sites to fit our business model and integrate orders, inventory, and shipping into our ERP.
- Created all web marketing materials, from banners to gifs and some print materials as well.
- Wrote and implemented numerous SOPs to help improve workflows.
- Increased eCommerce Revenue over 300% and also increased several other key metrics.
- Drastically improved organic SEO, over 250 1st and 2nd place keywords for multiple sites.



# William Boudle

## < About Me >

I'm a geek.

I love learning new technologies. In fact, I just love learning in general. I'm a big fan of factlets and useless trivia.

I enjoy making funny pictures in photoshop and posting them to reddit, or just sending them around the office.

I take great pleasure in automating things and improving processes to better my life.

I'm the proud father of 3 and that's my favorite job.

I like tea, but need coffee.

I am not a big fan of writing about me sections.

## Hobbies

Tutorials

Learning Physics

Making EDM music

Going to Disney

## Fundraising

I've volunteered my time and services for several cancer related fundraisers

## < Certificates >

### Hubspot Inbound Marketing



### ITIL v3 Foundations



### Magento - Certified Solutions Specialist



### Google Adwords Qualified Professional



### Google Analytics Qualified Professional



## < Professional Statement >

Web professional with 15 years experience in eCommerce. The past 10 years I've worked mostly on Magento but have worked on several other top ecommerce platforms as well. For the first half of my career I was a "full stack developer", with experience in back-end/front-end development, UI/UX design, SEO and inbound marketing. I'm also quite a whiz at Photoshop. ;)

I have been working with Magento 2 for 4+ years now, mostly as architect. At Ecklers I had to migrate 11 Magento 1 sites into a single Magento 2 Multistore instance, with ~1M skus and as many customers.

In my current position, I was hired to turn around a high-risk project that was over budget and past deadline. Unfortunately, we had to scrap the whole thing, but once we moved on, I helped turn around and launch in only 2 months!

I've had the opportunity to work with many different projects and through all aspects. I've built stores for famous musicians and Broadway shows, and now work with Fortune 500's and household name brands. More than just stores, I've helped design special projects from VIP ticketing, monthly subscriptions, omnichannel gift card programs, customizable products and so much more. I've worked on large sites and small sites, solving diverse problems at various scales, from sites with a few dozen skus to sites with hundreds of thousands of skus.

In summary, I love what I do and I do what I love, and I love working with companies that feels the same way. Let's talk shop!