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Senior Web Developer

Solutions-focused Leader with Expertise in Web Development, Software Engineering, & Project Management

Highly experienced and versatile senior web developer offering expertise in full stack web development, high-level project management, and operations. Proven track-record of developing and implementing successful websites and projects aligned to organizational objectives with a focus on continuous process improvements, measurable deliverables, and responsive designs. Deep technical expertise combined with an understanding of the importance of end user satisfaction, data-driven analysis, and stakeholder management. Collaborative and relationships-focused team leader with the goal of continually increased productivity and consistent outcome attainment. Individual dedicated to self-reflection and personal improvement who consistently exceeds performance metrics.

CORE COMPETENCIES

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|-------------------------|--------------------------|-------------------------------|
| ◆ Web Development | ◆ Web Operations | ◆ Project Management |
| ◆ Cost Optimization | ◆ Customer Experience | ◆ Cross-Functional Leadership |
| ◆ Data & Analytics | ◆ Stakeholder Management | ◆ Risk Mitigation |
| ◆ Operational Processes | ◆ Strategic Planning | ◆ Software Engineering |
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PROFESSIONAL EXPERIENCE

JMB Consulting

2024 – 2026

Senior Web Engineer

Successfully engineered, designed, and developed a full stack SAAS utilizing modern web technologies (Vite, Nuxt 3 with Vue.js, Supabase PostgreSQL backend) processing thousands of client/customer data records through RESTful API integrations with third-party services, currently serving multiple nationwide brands with enterprise-level scalability and performance.

NEwhere, Inc.

2022 – 2024

Senior Full Stack Web Developer

Oversaw a portfolio of PHP/WordPress-based marketing websites for 5 different brands valued at \$15MM, collaborating with Marketing teams to deploy >120 international promotions using custom WordPress plugins and cPanel hosting management, driving a 13% revenue increase through optimized LAMP stack configurations.

Designed and executed a complex eCommerce migration from Shopify 1.0 to WordPress/WooCommerce under accelerated investor timeline, migrating 140 products, 300+ articles, and 100K customer accounts using custom PHP migration scripts, MySQL data transformation, and cPanel server management, integrating complete marketing/support stack (Klaviyo, analytics, Zendesk, reviews) while achieving zero downtime through strategic DNS switching.

Ryan Ebersole

Spearheaded comprehensive WordPress development improvements including custom theme optimization to meet WCAG AAA standards across B2B/B2C properties, implementing PHP-based automation scripts and MySQL database optimizations that reduced content management overhead by 30%.

Served as technical lead on a team of 5 to build a custom integration plugin for proprietary klaviyo process using PHP and WordPress REST API, enabling automated customer data processing with custom post types and CRON job scheduling, successfully processing and tagging over 2 million customer data points in the first year.

Developed an automated SEO optimization tool using Vue.js frontend and custom PHP WordPress plugin that integrates with ChatGPT API to analyze blog posts and products from the WordPress backend, automatically generating optimized titles and meta descriptions and populating them into custom fields within the page editor, streamlining content optimization workflows for marketing teams.

JMB Consulting

2017 – Present

Senior Full Stack Web Developer (2019 – 2022)

Managed full stack WordPress development and cPanel hosting administration for >150 projects, delivering custom PHP solutions and MySQL database implementations on operating budgets exceeding \$1MM/yr for small and medium-sized companies, with all sites hosted on LAMP stack environments through cPanel management.

Led a team of 5 to develop a custom WordPress store locator plugin using PHP, MySQL geolocation queries, and WordPress custom post types, building an admin interface for client data management through cPanel file systems, resulting in 18% increased in-store sales and the tool becoming the 2nd highest traffic page on the client's WordPress site.

Remediated over 16,000 WCAG AAA compliance issues using custom PHP functions, WordPress theme modifications, and MySQL database updates within a 3-week timeframe, successfully meeting ADA requirements through cPanel-hosted WordPress environment and saving the client from a \$30K lawsuit.

Delivered WordPress projects for 78 individual clients using PHP custom theme development, cPanel hosting management, and MySQL database optimization, achieving 100% client satisfaction ratings and converting 38 clients to ongoing retainer relationships through superior WordPress/cPanel technical support.

Directed hiring and training of 4 new contractors on WordPress development workflows, cPanel administration, and PHP best practices, achieving 100% retention as full-time employees and increasing

Ryan Ebersole

company revenue by 380% over 6 years through enhanced WordPress/PHP development capacity.

Marketing and Frontend Designer/Developer (2017 – 2019)

Maintained secure cPanel access and WordPress administrative privileges for over 50 client websites, performing PHP debugging, MySQL optimization, and server management for projects with >\$10K budgets, providing comprehensive WordPress technical solutions and innovative marketing integrations.

Built a custom modular email marketing system using WordPress custom post types, PHP template functions, and MySQL data management, enabling clients to focus on content creation while achieving 60% CTR improvement and zero bounce rates, with the WordPress-based system remaining operational after 5 years.

Streamlined and redesigned a reservation system using WordPress Gravity Forms with custom PHP processing, MySQL booking management, and cPanel email integration, boosting conversion rates by 300% and generating over \$80K in annual revenue through optimized WordPress functionality.

Rapidly developed a custom WordPress theme and event registration system within 48-hour deadline for annual beer marathon event, building custom PHP registration forms, MySQL participant database, and automated CRON scripts for nightly data migration to unified customer database, supporting 8,000+ annual registrations across 5 years and enabling client expansion into wine marathon platform.

Eebs Media

2012 – 2017

Full Stack Web Developer

Oversaw comprehensive WordPress development and cPanel hosting management for small and medium-sized businesses, scaling to over 15 full-time clients through PHP custom development, MySQL database administration, and LAMP stack optimization, managing projects with \$10K operating budgets and generating \$180K annual revenue.

Utilized WordPress/WooCommerce with extensive PHP customizations to design and develop voodoo13usa.com, implementing custom themes, MySQL performance optimization, and cPanel-based hosting solutions with advanced SEO configurations, resulting in over \$5.2MM in net sales over 8 years through robust WordPress eCommerce functionality.

Created a specialized enrollment system using WordPress custom post types, PHP form processing, and MySQL student data management for Jasmine Beauty School, successfully enrolling over 600 beauticians and generating over \$1MM in net revenue through streamlined WordPress-based enrollment workflows hosted on cPanel infrastructure.

Ryan Ebersole

Migrated a cannabis delivery business from third-party platform to custom WordPress/WooCommerce solution using PHP development, MySQL data migration scripts, and cPanel hosting optimization, eliminating 30% overhead costs and increasing profits by 333% within the first year through superior WordPress technical implementation.

TECHNICAL SKILLS

Core Web Technologies: HTML5, CSS3, JavaScript (ES6+), PHP, WordPress, MySQL, LAMP Stack, cPanel Administration, CRON Job Management

WordPress Specialization: Custom Theme/Plugin Development, WordPress REST API, Gutenberg Blocks, WooCommerce, Gravity Forms, Elementor, Beaver Builder, Custom Post Types, WordPress Hooks & Filters

Modern Frameworks: Vue.js, Nuxt, Node.js, Express, Vite, React (familiar), RESTful API Development

Infrastructure & DevOps: Linux Server Administration, cPanel/WHM, NGINX, Apache, Proxmox, Docker, AWS, Supabase, Git, CI/CD Pipelines

Database Management: MySQL Optimization, NoSQL (MongoDB), Database Design, Elasticsearch, Query Performance Tuning

Development Tools: Git, WP CLI, Playwright Testing, Tailwind CSS, Sentry Error Monitoring, OpenTelemetry

Design & Productivity: Adobe Creative Suite (Photoshop, Illustrator, After Effects), Figma, Spline, Microsoft Office, Google Workspace, Slack, Asana

Marketing & SEO: Technical SEO, Corporate Branding, Web Marketing, Analytics Integration, Performance Optimization