

# Building and supporting high-end custom WordPress websites for the last 17 years.

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## EXPERIENCE

**Puck.news:** PHP development of a subscription-management system for a high-volume news publication, with ongoing development of a custom Roots Sage-powered WordPress theme and supporting custom plugins that directly integrate with Stripe, Customer.io, Google Pub/Sub, BigQuery, Spotify for podcasts, Apple News, and more. Responsibilities included Google Tag Manager analytics and advertising-script implementation, integrations and architecture of a Laravel-powered backend, Gutenberg block development, custom WP-CLI processes for content migration, Composer package management, and more.

**MIT Technology Review:** Lead developer for a large-scale redesign of technologyreview.com, using a headless, API-driven CMS approach to support content creation in Drupal, WordPress, and other custom-built in-house tools. Tools used include GraphQL, Docker, Kubernetes, GitHub Actions (CI/CD), Heroku + Node.js, and more. Google Cloud was used for hosting.

**Coastal1.org:** Custom WordPress design and development of the banking website for the largest credit union in Rhode Island. Responsibilities included Cloudflare optimizations, security and worker processes, high-security measures for advanced protection against malicious attack attempts, content-marketing generation using custom-built generative AI tools for creating agents, images, and relevant content that is automatically published daily. WCAG 2.1 accessibility audit support and implementation was also a large focus,

**TripAdvisor:** Direct hire to build the official corporate blog for TripAdvisor, with custom API integrations between their in-house Java CMS systems. Responsibilities included Nginx stack management, WPEngine DevOps management, OAuth SSO with connections to SAML 2.0 for corporate, IT-controlled authentication into WordPress, and multilingual internationalization to serve 20+ domains with a single headless WP install.

**The World Bank:** Hired to create a dynamic PDF report-generation system for distributing COVID-19-related reports to a worldwide audience. The system drastically reduces the in-house time involved in creating visuals for hundreds of countries. Custom post types and taxonomies, combined with ACF field groups was the core pattern used, and WCAG. AWS hosting was utilized for compliance.

**Savings Bank Mutual Life Insurance Company of Massachusetts (SBLI):** Full-stack development of high-volume online life-insurance applications, calculators, and real-time price-quoting tools using an Angular front end and a WordPress backend. Responsibilities included DevOps, BigQuery analytics and data warehousing, Segment.com CDP setup and integration, and advertising-conversion creation for Google Ads, TikTok, Facebook, Reddit, Bing, LinkedIn, and many other third-party providers.

**Cred.ai:** Custom WordPress development of a highly flexible, custom theme for Cred.ai; data-warehouse setup and SQL for advanced analytics and advertising integrations; and conversion-rate-funnel optimization for a high-volume online-banking onboarding flow.

Additional technical expertise used on all projects includes Git/GitHub, SASS/SCSS, modern JavaScript frameworks (React, Vue, Angular), jQuery, GDPR/CCPA compliance, SEO optimization using Search Console and Rank Math/Yoast, performance optimization for Google PageSpeed scores, and build tools including npm, webpack, and Vite.

## ACHIEVEMENTS

Certified Google Cloud data analytics partner  
Author at Smashing Magazine, CSS Tricks, The New Stack + Sitepoint  
Top 1% problem solver at StackOverflow  
Certified developer/provider at WordPress VIP, Kinsta + WPEngine  
WordPress core contributor and open-source plugin author

## EXPERIENCE

B.S. in Interaction Design & Software Engineering  
Champlain College in Burlington, VT