

HANNAH JAY

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WordPress Development | Front-end Development | Responsive Web Development | Enhanced User Experience

- **Seasoned and tech-savvy Web Developer** with a stellar career crafting user-centric web experiences, building scalable websites utilizing front-end and server-side languages.
- **Impressive expertise in WordPress development and front-end development**, custom theme creation, and plugin extension. Skilled in driving projects from conception to deployment and ensuring high-quality deliverables that exceed client expectations.
- **Detail-oriented Techie**, adept at translating requirements into milestones and delivering reliable and robust solutions while ensuring top-notch performance and responsiveness of applications in adherence to user specifications.
- **Proven track record of optimizing website usability**, seamlessly integrating cutting-edge designs, and enhancing functionality for competitive advantage while being at the forefront of tech evolution.

CORE COMPETENCIES

WordPress Development | Front-end Development | Responsive Web Development | Custom Theme Development | Plugin Development | Performance Optimization | Cross-browser Compatibility | Version Control (GIT) | Web Standards & Best Practices | Problem Solving | Requirements Gathering | Testing & Debugging | New Features Development | Backend Integration | Server Management | Agile Methodologies | UI/UX Principles | Cloud Services | Database Administration | Project Management | Team Leadership | Data Integration | Process Automation

TECHNICAL SKILLS

Design tools: Sketch, Figma, Photoshop | Code compilers: Codekit, Grunt, Gulp | Local testing environments: Local by Flywheel, MAMP | Hosting providers: WP Engine, Bluehost, GoDaddy, Awardspace, and more | Languages: HTML5, PHP/MySQL, JavaScript, jQuery, AJAX, Sass, CSS3 | Admin tools: CPanel, WHM, Plesk, PHPMyAdmin | Google Maps integration | MapBox API integration | WordPress: installs, custom themes, child themes, custom post types, custom plugins, plugin extensions, custom WooCommerce development, Gutenberg editor, custom block creation via ACF Blocks | Bootstrap versions 3 and 4 | Animation libraries | WordPress page builders: Divi, Elementor, WP Bakery, Spectra | WordPress Plugins: WooCommerce, Advanced Custom Fields Pro, Gravity Forms, Hubspot, WP Rocket, Smush Pro, Yoast SEO, and more | Version control: Git, BitBucket, SourceTree | Responsive development | Web accessibility

WORK EXPERIENCE

Self-employed

Aug 2024 – Present

Freelance WordPress Developer

- **Custom WordPress Development:** Build tailored websites for clients, including custom themes, ensuring functionality, scalability, and ease of use.
- **Website Hosting & Maintenance:** Provide secure hosting, regular updates, backups, and performance optimization.
- **Theme & Plugin Customization:** Modify and enhance WordPress themes and plugins to meet unique client needs.
- **SEO & Performance Optimization:** Improve website speed, structure, and on-page SEO for better search rankings.
- **E-Commerce Solutions:** Develop and maintain WooCommerce websites, including product setup, payment integration, and security enhancements.
- **Website Migrations & Redesigns:** Seamlessly transition websites to new platforms or revamp existing designs for improved user experience.
- **Security & Troubleshooting:** Implement security measures and resolve technical issues.
- **Client Consultation & Strategy:** Work closely with clients to understand their vision and translate it into a compelling online presence.

Launch Digital Marketing (Cars Commerce Brand) – Remote

Oct 2019 – May 2024

Senior WordPress Developer

- **Unique WordPress Themes:** Transformed client-approved Figma designs into dynamic and visually stunning WordPress themes, ensuring seamless integration of design elements.
- **Custom Gutenberg Blocks:** Innovated and created customized Gutenberg blocks via ACF Blocks to empower effortless and branded page editing experiences. Architected personalized solutions and integrations tailored to project specifications, optimizing functionality and performance for enhanced user experiences.
- **Website Launches & Revisions:** Spearheaded website launches with precision and finesse, executing live site revisions with agility and attention to detail to deliver unparalleled digital experiences.
- **Code & Plugin Challenges:** Diagnosed and swiftly resolved coding complexities and plugin conflicts, fortifying website stability and reliability for sustained performance.
- **Support Requests:** Proactively monitored and addressed support tickets, ensuring swift resolution and client satisfaction.

- **Post-launch Training & Feedback:** Provided comprehensive post-launch training sessions and offered insightful feedback on project scopes and designs, empowering clients and driving continuous improvement.
- **Stakeholder & Client Engagement:** Fostered seamless collaboration among stakeholders, leveraging diverse perspectives to achieve shared objectives. Cultivated open communication channels with clients, fostering clarity throughout the project.

Dealer Inspire (Cars Commerce Brand) – Remote

Mar 2017 – Oct 2019

Website Developer

- **Brand-boosting Websites:** Elevated brand visibility and user engagement by crafting visually captivating WordPress websites from meticulously designed Photoshop/Sketch mockups.
- **Tailored Digital Experiences:** Delivered immersive digital experiences tailored precisely to client specifications, driving conversions and resonating with target audiences.
- **Front-end Innovation:** Pioneered innovation within the organization by mastering cutting-edge front-end development techniques, positioning the company as a leader in digital excellence.
- **Conflict Resolution:** Ensured flawless website functionality and unparalleled user experiences by expertly diagnosing and swiftly neutralizing code and plugin conflicts.
- **Rapid Support:** Offered lightning-fast support to developers, promptly resolving post-go-live tickets for websites, ensuring seamless operations and client satisfaction.
- **Project Execution:** Demonstrated exceptional precision in executing complex projects, consistently surpassing expectations and setting new standards for excellence.

The Richland Group – Fort Smith, AR

Aug 2015 – Mar 2017

Lead Web Developer

- **Custom WordPress Themes:** Engineered bespoke WordPress themes from client-approved Photoshop designs, integrating HTML/CSS/PHP/JavaScript elements to deliver tailored digital solutions.
- **Website Editing:** Executed precise website edits according to client specifications, improving user experience and reinforcing brand identity.
- **Theme Customization:** Optimized existing themes with meticulous customization using child themes, augmenting website aesthetics and functionality for heightened engagement.
- **Account Setup Procedures:** Streamlined account setup procedures via WHM or Plesk, expediting website deployment and enhancing operational efficiency.
- **Conflict Resolution:** Proactively diagnosed and resolved code/plugin conflicts and server setup complexities, ensuring uninterrupted website functionality and seamless user experience.

PROJECTS PORTFOLIO

- **Rose Farm Supply** (<https://www.rosefarmsupply.com>): Customized WooCommerce platform with AJAX search/filtering and a detailed payment calculator, improving user navigation and purchase experience.
- **React Physical Therapy** (<https://www.bereact.com>): Implemented AJAX functionality on the "Resources" page, optimizing content delivery and user experience.
- **The Rescue Vets** (<https://www.therescuevets.com>): Orchestrated integration with PetFinder, enhancing user engagement and adoption visibility. Implemented JavaScript libraries for efficient filtering, sorting, and animations, elevating site interactivity.
- **The Weaver Companies** (<https://www.theweavercompanies.com/locations>): Developed a custom plugin utilizing Advanced Custom Fields and MapBox API for a filterable map section, enhancing location visibility and user interaction.
- **Other WordPress Builds:** Championed WordPress projects, delivering tailored solutions for diverse clients such as Outsell, NCTV17, and more. Leveraged expertise in web development to drive functionality and user engagement.

EDUCATION & CERTIFICATIONS

Bachelor of Science – Equine Administration – Graduated Magna cum Laude; Minor – Equestrian Science and Management Information Systems (Overall GPA 3.86/4.00) | William Woods University, Fulton, MO | Dec 2011

Professional Certificate in Web Design (Overall GPA 3.9/4.00) | Sessions College for Professional Design | Dec 2014

COMMUNITY SERVICES

State and National Referee – United States Powerlifting Association and National Powerlifting League (Dec 2022 – Present)

Dog Foster Parent – The Artemis Project (Animal Rescue) (Jan 2022 – Present)

Alpha Phi – Cardiac Care and Research (Aug 2008 – Dec 2011)

Director of Publicity, Alpha Phi Fraternity (Nov 2008 – Nov 2010)