MATTHEW COTTER

WEB DEVELOPER

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SUMMARY

Web developer with over a decade of experience across freelance, agency, and enterprise settings. Skilled in WordPress architecture, custom theming, and multisite management; front-end development with Vue.js, React, and TypeScript; and full-stack work spanning PHP, Python/Django, and MySQL. Proven track record leading development teams, managing large-scale CMS infrastructure, and building API integrations for CRM and marketing systems.

SKILLS

CMS & Platforms: WordPress (Divi, Elementor, Beaver Builder, ACF, WooCommerce, Multisite), Joomla, Shopify, WP-CLI

Front End: HTML, CSS/SASS, Bootstrap, JavaScript, Vue.js, React, Nuxt.js, jQuery, Gatsby.js, TypeScript, Axios

Back End & Data: PHP (Laravel), Python (Django, Django REST Framework), Node.js, MySQL

Design & UX: Figma, Sketch, Adobe XD, Photoshop, After Effects, Premiere

Tools & Practices: Git (GitHub, GitLab, Bitbucket), Agile methodology, Google Analytics & Search Console, SEO, CloudFlare, cPanel, Retool

EXPERIENCE

Freelance Web Developer — *Self Employed* Nov 2023 – Present

- Serve as Director of Web Operations for E-3 Design, directing a team of freelance developers and managing client requests, design, and development work.
- Design, administer, and manage CMS platforms including WordPress, WooCommerce, and Shopify, integrating payment systems such as Moneris, Square, and Stripe.
- Manage digital and social media campaigns for clients including Chicory Tea Co., Willows Home & Gifts, Amy Denae Weight Loss, and EPIC Art, driving brand visibility and engagement.
- Produce and edit video content and design SEO-optimized graphics and branding materials using Adobe Creative Suite and Photoshop.

Web Developer — *The Connor Group* Sept 2025 – Present

- Design, build, and maintain high-performance WordPress sites using Divi and Advanced Custom Fields (ACF) to deliver custom functionality and scalable page architectures.
- Manage and optimize a WordPress multisite network of 53 sites, ensuring stability, security, and consistent performance across the entire instance.
- A/B test designs, forms, and other elements prior to instance-wide implementation.
- Utilize advanced WP-CLI workflows to automate deployments and streamline maintenance, reducing operational overhead.
- Develop API integrations with Yardi's CRM, including automated lead submission pipelines and real-time tour request processing to improve marketing and sales efficiency.
- Support philanthropic-arm websites including Connor Kids Academy, Colin's Lodge, and Greater Dayton Schools.

Lead Web Developer — *Reborn Consultants* July 2024 – Sept 2025

- Designed and customized WordPress websites using Elementor and Beaver Builder, incorporating Advanced Custom Fields (ACF) for enhanced functionality.
- Used Figma for high-fidelity design and prototyping to ensure visually appealing, user-friendly interfaces.
- Configured and managed CloudFlare DNS settings to optimize website performance and security.
- Oversaw cPanel and database management, including administration of multiple domains and e-commerce sites.
- Developed and integrated dynamic forms with Gravity Forms and HubSpot to streamline user interactions and data collection.
- Led QA processes to ensure accuracy, functionality, and quality of websites prior to launch.
- Used Retool to build a DoorDash-style delivery driver platform servicing multiple stores in Florida, using APIs, JavaScript, and Python.

Front End Developer — *Stratacache* Oct 2021 – Jan 2024

- Maintained and optimized digital menu board assets, products, and applications for brands including McDonald's, Popeyes, and Tim Hortons.
- Applied Vue.js, TypeScript, HTML/CSS, and SASS to develop and enhance applications, improving visual presentation and deployment efficiency.
- Partnered directly with Brand Managers and QA teams to execute brand-specific menu board designs across morning, lunch, dinner, and late-night dayparts.

IT Specialist — *Wright-Patterson Air Force Base* Sept 2020 – Oct 2021

- Held a Top Secret security clearance while handling sensitive information critical to base operations.
- Led development of web applications to streamline base operations using Agile methodology.
- Used Adobe XD to build mockups that aligned project stakeholders and clarified project objectives.
- Collaborated with departmental staff and clients to integrate applications and conducted demos to gather feedback for iterative improvements.
- Applied Vue.js, Nuxt.js, Django, HTML/CSS, and SASS to develop and enhance dynamic applications supporting base infrastructure.

Lead Front End Developer — *GE Aerospace* Oct 2018 – Apr 2020

- Led Front End development for the Auxiliary Design System, a core internal resource used across GE Aerospace.
- Operated within 2-week Agile sprints to optimize productivity and project delivery timelines.
- Collaborated with UX Designers to translate design concepts into actionable, usable components.
- Supported a global network of over 600 developers, facilitating integration of the product into new and existing projects.
- Maintained comprehensive documentation and source code for internal stakeholders and developers.

Web Developer — *RCF Information Systems* June 2018 – Oct 2018

- Contracted within the RQOC Division at Wright-Patterson Air Force Base, supporting application development to enhance daily base operations.
- Operated within a structured Agile framework using 2-week sprints to set and execute project goals.

Full Stack Developer — *Think Patented* Jan 2017 – June 2018

- TDH Marketing was acquired by Think Patented on January 1, 2017 and rebranded as Bitstorm Connect; retained all previous responsibilities from TDH Marketing.

Web Developer — *TDH Marketing* Dec 2013 – Jan 2017

- Led end-to-end website design and development projects, prioritizing user experience and functionality; translated approved mockups into high-quality code.
- Performed routine maintenance on client websites built primarily on Joomla, Drupal, and WordPress.
- Onboarded and mentored new team members, fostering a collaborative work environment.
- Optimized code and graphics to improve search engine visibility and website ranking through SEO best practices.
- Trained clients on content management systems, serving as primary point of contact for long-standing clients and new partners.

EDUCATION

A.A.S., New Media — *Clark State Community College* Aug 2013 – May 2016

- Graduated with honors, 3.8 GPA; curriculum included video/animation, social media strategy, graphic design, and web development.

RECOGNITION & AWARDS

- Selected for the "Student Excellence" award by Clark State's New Media program director.
- Published in Technology First Magazine (Dec 2017): "The Framework Battle for App Development."
- Conference speaker at Dayton WordCamp (May 2018): "Workflows in a Disposable Economy."