

AARON MARTY

WEB DEVELOPER / WORDPRESS EXPERT

Visit My Portfolio:

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OVERVIEW

Experienced Web Developer and WordPress Expert with a strong background in creating high-performance, scalable websites for B2B and B2C clients. Specializing in custom WordPress theme and plugin development, WooCommerce solutions, and third-party API integrations. Adept at transforming complex business requirements into elegant, user-focused web experiences. Passionate about site speed, SEO, and creating intuitive admin workflows that empower clients and teams.

EDUCATIONAL BACKGROUND

BS IN COMPUTER SCIENCE

RIT (Rochester Institute of Technology)

CERTIFICATIONS

- WordPress Developer Badge (Automattic)
- WooCommerce Certified Developer
- PHP Framework Certification (Laravel, Express)

WORDPRESS PROJECTS

<https://www.litmos.com>
<http://thearc.org>
<https://25residences.com/>
<https://bruut.media/>
<https://lenexsteel.com/>
<https://ascendindiana.wpenginepowered.com/>
<https://thewhaleresort.com>
<https://gracebayresorts.com>
<https://spientertainment.com>
<https://www.forzaexoticrentals.com>
<https://www.elyseehomes.com>
<https://www.evolutionbuilding.com>
<https://www.flclaimsadjusters.com>
<https://abioproperties.com>

TECHNICAL SKILLS

- **Frontend Development:** HTML5, CSS3, JavaScript, SASS, LESS, Bootstrap, Tailwind, Material UI
- **WordPress Development:** Custom Themes, Plugins, WP REST API, Gutenberg Blocks, ACF, WooCommerce
- **Backend Development:** PHP, Node.js, RESTful APIs, GraphQL
- **Database:** MySQL, PostgreSQL, Firebase
- **Version Control & DevOps:** GIT, GitHub, Bitbucket, CI/CD
- **SEO & Optimization:** Google PageSpeed, Lighthouse, Structured Data, Schema, On-page SEO
- **UI/UX Tools:** Figma, Adobe XD, Sketch
- **JS Libraries & Frameworks:** jQuery, AJAX, React, Vue.js
- **Other Tools:** WP Engine, cPanel, Elementor, WPBakery, Debugging, Responsive Design

OTHER E-COMMERCE PLATFORMS (Shopify, Magento, WooCommerce, Drupal & Custom PHP)

<https://dossier.co/>
<https://www.dayowl.com>
<https://www.wellybottle.com>
<https://nrta.org/>
<https://marthas.store/>
<https://tempurafoodusa.com/>
<https://calimer.wpenginepowered.com/>
<https://www.poshmommyjewelry.com/>
<https://www.joie.com/>
<https://unwrapthefuture.org/>
<https://www.tluxe.com/>

Professional Background

ACCENTURE

Web Developer / WordPress Lead

2019 - Present

Accenture is a global consulting firm specializing in business strategy, digital experience, and technology transformation. They work with organizations across various industries to modernize operations and enhance customer engagement through digital solutions.

At Accenture, I led enterprise-level WordPress development projects, focusing on custom theme and plugin development to meet diverse client needs. My work involved integrating complex third-party APIs, optimizing performance for high-traffic websites, and collaborating with cross-functional teams to deliver scalable, user-centric digital platforms.

- Led the development of custom WordPress websites, increasing client conversion rates by 25% through streamlined UX flows and performance optimizations.
- Developed bespoke WordPress themes and plugins using PHP, ACF, and the WordPress REST API.
- Integrated external systems including CRMs, payment gateways, and shipping APIs to extend WordPress functionality.
- Managed website migrations from legacy platforms to WordPress, ensuring seamless data transfer, SEO preservation, and design fidelity.
- Provided ongoing support and troubleshooting, resolving compatibility issues, security vulnerabilities, and third-party plugin conflicts.

Lazer Technologies

Web Developer / Full Stack (Contract)

2025 - Present

- Develop and maintain custom WordPress plugins, Shopify apps, and backend solutions using PHP and the Shopify API to meet client-specific functionality needs.
- Design and implement scalable, secure backend systems using the LAMP stack (Linux, Apache, MySQL, PHP), supporting both WordPress and Shopify platforms.
- Collaborate with designers, marketers, and product teams to gather requirements and translate them into technical specifications and custom digital solutions.
- Integrate third-party APIs (payment gateways, CRMs, shipping providers, ERP systems) across both WordPress and Shopify to extend functionality and improve operational workflows.
- Troubleshoot and debug across platforms to ensure seamless performance and compatibility across browsers, devices, and environments.
- Optimize codebases for performance, security, and reliability, especially in high-traffic eCommerce environments using tools like Lighthouse, caching, and CDN integration.
- Build and manage webhooks for real-time data syncing between Shopify, WordPress, and external platforms.
- Maintain technical documentation for custom themes, plugins, and API workflows, ensuring clarity for future development and support.
- Conduct code reviews, mentor junior developers, and enforce development best practices across PHP, JavaScript, and modern CMS workflows.
- Implement responsive, accessible, and intuitive UIs using HTML, CSS (SASS/LESS), JavaScript, and component frameworks like React or Vue.
- Oversee deployment, monitoring, and hosting for both Shopify apps and WordPress projects, leveraging scalable cloud environments and CI/CD pipelines.
- Provide ongoing support, feature enhancements, and strategic guidance to clients using WordPress, WooCommerce, or Shopify.

- Developed and maintained the user interface of Uber's web applications using Angular and React, ensuring a seamless user experience.
- Worked closely with UX/UI designers to translate design mockups into responsive, interactive features.
- Implemented state management solutions to handle complex application states efficiently.
- Ensured cross-browser compatibility and optimized web applications for mobile devices.
- Participated in code reviews and contributed to the improvement of development processes.
- Utilized CSS preprocessors like SASS and LESS to write modular, maintainable stylesheets.
- Performed extensive testing across different browsers and devices to ensure consistent user experience.
- Collaborated with backend developers to define and consume RESTful APIs.
- Followed Agile methodologies and participated in daily stand-ups, sprint planning, and retrospectives.
- Optimized web applications for maximum speed and scalability.
- Implemented lazy loading and code-splitting techniques to improve application performance.
- Debugged and resolved complex issues in both development and production environments.
- Provided technical support and guidance to junior developers and new team members.

Critical Mass is a digital experience agency that partners with global brands to create compelling online experiences through design and technology.

At Critical Mass, I specialized in building and maintaining scalable WordPress and WooCommerce websites. My role involved creating custom themes and plugins, optimizing site performance, and integrating third-party tools to enhance the user experience and streamline operations.

- Developed and customized WordPress themes using PHP, JavaScript, and CSS to align with unique client branding and UX goals.
- Created custom plugins and extended WooCommerce functionality to support advanced eCommerce features and backend workflows.
- Integrated third-party services such as payment gateways, shipping solutions, and marketing automation platforms.
- Led migrations from Magento and custom PHP sites to WordPress/WooCommerce, maintaining data integrity and SEO value.
- Applied performance optimizations including lazy loading, asset minification, and database query tuning.
- Collaborated closely with designers and marketers to implement personalized shopping experiences, promotional features, and interactive content.