

Alex Marsh

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About

Senior Web Developer with over a decade of experience creating fast, accessible, and user-focused websites. Skilled in all phases of the development lifecycle, from discovery and design through deployment and maintenance. Adept at leading projects in both agency and corporate settings, with a track record of delivering scalable, performant solutions for startups and global brands alike.

Core Competencies

Front-end Web Development | Custom WordPress Development | Responsive & Mobile-First Design | SEO & Performance Optimization | Cross-Functional Collaboration | Full Project Lifecycle Management

Tools & Technologies

Languages & Frameworks: HTML, CSS, SCSS, JavaScript, JSON, PHP

CMS & Platforms: WordPress (ACF, WooCommerce, Gutenberg), Custom Theme & Plugin Development

Frontend: Responsive Layouts, Bootstrap, Testing & QA (Cross-Browser, Performance, Accessibility)

APIs & Integration: RESTful APIs, Google Maps API, Twitter API, Google Tag Manager

Workflow & DevOps: Git/GitHub, NPM, CLI Workflows, Deployment Tools, WP Engine Hosting, HTML Emails (Litmus, Mailchimp)

UI/UX & Design: UI/UX Principles, WCAG Accessibility Standards, Figma, Adobe Creative Suite

Familiar With: Tailwind, TypeScript, React, Next.js, Vue, Laravel (Herd, Vite), Headless CMS (WordPress, Sanity), Salesforce

Experience

WEB DEVELOPER | Freelance | 2012 – Present

- Designed and built custom responsive websites for small businesses, eCommerce, and agencies.
- Delivered end-to-end builds from discovery through launch, including mockups, theme development, and integrations.
- Collaborated directly with clients to define needs and deliver tailored solutions.
- Created mockups and custom graphics using Adobe Creative Suite and icon/web fonts.
- Solved diverse client challenges using varied tech stacks and APIs.
- Built conversion-optimized sites with rigorous cross-browser/device testing.

WEB DEVELOPER | Renoun Creative | Mar 2024 – Nov 2024 · 9 mos

- Built custom WordPress sites in an agency setting, collaborating closely with designers, developers, and project managers.
- Delivered accessible, maintainable themes emphasizing performance and responsiveness.
- Led debugging and QA efforts to identify and resolve browser, device, and layout issues.
- Optimized site performance and asset loading to improve speed and SEO outcomes.
- Provided post-launch maintenance and support to ensure uptime and long-term client satisfaction.

SENIOR WEB DEVELOPER | Flynn | Aug 2020 – Nov 2022 · 2 yrs 4 mos

- Led digital development strategy and execution across multiple client projects.
- Delivered full-stack solutions using HTML, CSS, JavaScript, PHP, and SQL.
- Built and maintained WordPress sites with custom themes, plugins, WooCommerce, and WP Engine.
- Scoped project budgets, timelines, and technical requirements.
- Managed hosting accounts and resolved security and uptime issues.
- Integrated marketing tools including Google Tag Manager and analytics.
- Provided technical consulting for third-party integrations and digital platforms.

WEB DEVELOPER | Ryan Specialty | May 2019 – Aug 2020 · 1 yr 4 mos

- Redesigned a high-risk insurance application portal to improve competitiveness.
- Proposed and implemented UX improvements to streamline the customer quote-to-purchase flow.
- Worked in an Agile SCRUM environment on a two-week sprint cycle.
- Contributed web design expertise in collaboration with the core engineering team.

FRONT-END WEB DEVELOPER | Floral Systems | Jan 2019 – Apr 2019 · 4 mos

- Designed and developed websites within a custom AngularJS and osCommerce stack.
- Delivered full-service web and POS solutions as part of a lean development team.
- Created and managed HTML email marketing campaigns with analytics.
- Performed extensive cross-client email testing using Litmus.

LEAD WEB DEVELOPER | Citibank | Feb 2015 – Nov 2017 · 2 yrs 10 mos

- Led responsive front-end development aligned with strict brand guidelines.
- Built and maintained multilingual websites and managed large content directories.
- Maintained internal JSP/PostgreSQL applications with CRUD and RESTful functionality.
- Developed Citibank's first responsive HTML email template and integrated Litmus for cross-platform QA.
- Provided internal training and documentation to support team efficiency.

FRONT-END WEB DEVELOPER | AURORA (Fisher-Price) | Jan 2012 – Sep 2012 · 9 mos

- Developed responsive front-end interfaces from PSDs using HTML, CSS, and JavaScript.
- Collaborated with ASP.NET developers to integrate front-end with dynamic eCommerce functionality.
- Contributed to design planning and code reviews throughout the development lifecycle.
- Delivered ongoing enhancements and front-end support.
- Performed thorough cross-browser testing and debugging.

Notable Projects

Aspen Surgical (Flynn): Led full-stack redevelopment of Aspen Surgical's e-commerce site, delivering a scalable and responsive WooCommerce platform supporting thousands of products; optimized performance and collaborated with design and project teams to ensure a seamless user experience.

Project Management Portal (Citi): Designed and developed a custom internal web-based project management portal that automated task tracking and progress monitoring, enhancing team transparency and productivity through a fully customized backend system.

Ascendant (Renoun Creative): Led the WordPress development of Ascendant's talent solutions website, translating design concepts into a responsive, high-performance site that aligned with the company's mission and optimized user experience.