

JAMES FRAZIER

Senior Web Developer | Phoenix, AZ 85022 | (602) 743-1099 | hello@webdevjames.com

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Professional Summary

Results-driven Web Developer with over 12 years of fast-paced digital marketing and agency experience specializing in custom WordPress engineering, Vue.js / Nuxt applications, and core web technologies (HTML, PHP, JS). Proven track record of collaborating across cross-functional client, PM, and UI/UX design teams to deliver highly responsive, performance-optimized web and custom HTML email experiences on-time and within budget.

Technical Skills

- **Languages:** HTML, PHP, CSS / SCSS, TypeScript, JavaScript, jQuery
 - **Software & Frameworks:** Vue.js, Nuxt, Webpack, Node.js, Tailwind CSS, Bootstrap, Ulkit, Foundation, Git, Beanstalk, Visual Studio Code, Adobe Creative Cloud
 - **Platforms, Tools & Extensions:** WordPress, Advanced Custom Fields (ACF), Elementor, Enfold, Gutenberg, WP Engine, Pantheon, cPanel, Plesk, MAMP Pro, Local, Sequel Pro
 - **Email Service Providers & Tools:** MailChimp, Campaign Monitor, Constant Contact, HubSpot, Salesforce / ExactTarget, Act-On, Litmus
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Professional Experience

Sr. Web Developer | ps:studios (Phoenix, AZ) | *Aug 2015 – Present*

- **Full-Lifecycle Development:** Architect, design, and launch 40+ custom-built WordPress and static HTML web platforms from complex Figma and InDesign design systems.
- **Modern Web Architecture:** Engineer highly performant headless WordPress API applications leveraging Vue.js and Nuxt framework technologies.
- **AI Workflow Optimization:** Leverage AI tools into the development pipeline, reducing boilerplate and complex coding hours by 12% and accelerating time-to-market.

- **Infrastructure & Database Management:** Orchestrate cloud and traditional hosting architecture across Plesk, cPanel, WP Engine, and Pantheon, successfully executing secure SQL database configurations and complex migrations with zero downtime.
- **Bespoke WordPress Engineering:** Develop tailored custom WP themes utilizing Advanced Custom Fields (ACF) alongside native Gutenberg blocks and builder ecosystems (Elementor, Enfold) to maximize client editing flexibility.
- **API Integration:** Program robust, secure data pipelines linking external 3rd-party enterprise platforms (Salesforce, MailChimp, Constant Contact) via the Gravity Forms API to streamline automated client lead collection.
- **Leadership & Scoping:** Drive project accuracy by assisting in technical engineering estimates, authoring structured internal documentation, and conducting comprehensive technical training seminars for non-technical clients.
- **DevOps Standardizations:** Revolutionized internal team workflows by deploying customized Webpack configurations, successfully standardizing local development environments and cutting code initialization time.
- **Asset Optimization:** Create and optimize production-ready vector assets and digital imagery via Photoshop and Illustrator, improving overall site performance and Core Web Vitals.
- **Performance Tracking:** Initialize Google Analytics (GA4) tracking and reporting in combination with corresponding Google Tag Manager (GTM) event tracking.
- **Email Engineering:** Build modular, responsive HTML email templates for MailChimp and Campaign Monitor, ensuring flawless cross-client rendering through rigorous Litmus testing.

HTML Email / Web Developer | McMURRY/TMG (Phoenix, AZ) | *Feb 2013 – Aug 2015*

- **Responsive Architecture:** Built cross-browser compatible, mobile-first responsive websites using Bootstrap/Foundation frameworks, HTML5, CSS3, SCSS, and jQuery.
- **Enterprise Email Campaigns:** Designed and hand-coded high-volume, responsive HTML email templates deployment-ready for major enterprise ESP platforms including Salesforce / ExactTarget, MailChimp, and Act-On.
- **Quality Assurance:** Maintained strict QA workflows, utilizing Litmus testing to verify pixel-perfect design rendering across over 15+ unique browser and inbox configurations.
- **CMS Security Operations:** Proactively monitored, patched, and maintained system-level client security architectures on highly targeted CMS instances including WordPress and Drupal.

Education

Collins College (Tempe, AZ) | *Jul 2006 – Jun 2009*

- **Bachelor of Arts:** Visual Art
- **Graduate Honors:** Valedictorian, Dean's List for 3+ years