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Senior WordPress Architect & SEO Engineer · AI-Native Operator
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SUMMARY

19 years architecting, hardening, and operating WordPress and WPMU platforms at scale. Owns the full stack — hosting, DNS, CDN, security, SEO. Sub-1-second page loads. Came up hand-coding HTML, CSS, JavaScript, PHP, and ASP.NET; today I work daily in paid Pro tiers of Claude, ChatGPT, and Gemini as core infrastructure, compressing team-scale output into senior-IC throughput. Single point of accountability across platform, performance, and revenue.

SELECTED OUTCOMES

- Cut hosting costs ~\$48K/year for an 80-location franchise (WP Engine → Kinsta + Cloudflare)
- Led WordPress platform for a 20M+ monthly user news network
- 150+ production WordPress and WPMU implementations delivered
- Sub-1-second load times across production environments
- AI-accelerated workflows shipping monthly what previously took quarterly cycles

EXPERIENCE

Web Developer / SEO — The Glass Guru Enterprises | 2024–2026

Senior WordPress and SEO architect for an 80+ location national franchise.

- Re-platformed multi-site from WP Engine (\$4,700/mo) to Kinsta (\$700/mo) with Cloudflare CDN/WAF — ~\$48K/year saved, faster network, better support
- Built location-aware content and lead-routing architecture
- Technical and organic SEO program (Screaming Frog, RankMath, GSC, schema, AEO)
- Owned DNS, SSL, hardening, and monitoring across all properties
- Daily-driver AI workflows across Claude, ChatGPT, and Gemini Pro for code review, debugging, schema authoring, and architecture decisions

Independent WordPress Consulting — wpHaiku | 2015–2024

Sole architect for SMB and franchise clients on retainer and project work.

- 150+ WordPress and WPMU builds across legal, real estate, franchise, and publisher
- Replaced plugin sprawl with maintainable Cloudflare/Kinsta/ACF/Kadence/RankMath stacks
- Organic SEO programs producing measurable revenue impact, including \$10M+ in client wins for a personal injury law firm
- HubSpot, Stripe (tokenized PCI-compliant), and REST API integrations
- AI-assisted development since 2023 — Claude, ChatGPT, and Gemini Pro for code generation, audits, content systems, and schema at scale

Lead WordPress Developer — The Young Turks | 2012–2017

Lead WordPress engineer for one of YouTube's largest independent news networks.

- Architected and operated the WordPress platform for 20M+ monthly users
- Built membership, paywall, and ecommerce systems
- Owned payments infrastructure, platform operations, and uptime

Earlier: WordPress, SEO, and CMS work since 2007. Web platform work predates WP — hand-coded HTML, CSS, JavaScript, PHP, ASP, and ASP.NET starting in the mid-1990s.

TECHNICAL

WordPress · WPMU · Multisite · Headless WP · Kinsta · WP Engine · Cloudflare (WAF, DNS, SSL/TLS, CDN) · AWS · ACF Pro · Kadence · Gravity Forms · WPCode · WooCommerce · Restrict Content Pro · HubSpot · Stripe · GTM · GA4 · server-side tagging · REST APIs · Technical SEO · AEO · RankMath · Screaming Frog · GSC · schema · Core Web Vitals · OWASP Top 10 · WordPress hardening · MFA · backup/DR · AI-native workflows · Claude Pro · ChatGPT Pro · Gemini Pro · Claude Code · multi-brand platform management · vendor coordination · RACI documentation

MILITARY

U.S. Army Reserve — Sergeant (E-5), Civil Affairs · Honorable Discharge · Secret Clearance