

CHRISTOPHER ELLER
Kingwood, Texas · Remote

WordPress & WPMU Platform Architect
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SUMMARY

Web Platform Architect with 36+ years building and operating web platforms at ownership level. Specialize in replacing underperforming WordPress and WPMU platforms with clean, high-performance architecture. Consistently deliver sub-1 second load times using Cloudflare, Kinsta, Kadence WP, and Rank Math within a tightly controlled WordPress stack. Design and implement technical and organic SEO systems that scale. Operate as a single point of ownership across platform, SEO, and infrastructure. AI-fluent workflows used to accelerate implementation while retaining full control over architecture and outcomes.

CORE WINS

- Reduced hosting costs by \$44,400 annually for a national franchise brand
- Sole platform owner for 20M+ monthly user news network
- Delivered 1,100+ WordPress and WPMU platforms
- Consistent sub-1 second load times across production environments

EXPERIENCE

Web Developer / SEO

The Glass Guru Enterprises · 2024–Present

- Sole WordPress platform architect for 80+ location franchise
- Sub-1 second load times using Cloudflare and Kinsta
- Built location-aware content engine and lead routing system
- Implemented technical and organic SEO (Screaming Frog, Rank Math, GSC)
- Reduced hosting costs by \$44,400 annually

WordPress Systems Architect

Founder (wpHaiku™) · 2015–Present

- Delivered 1,100+ WordPress and WPMU platforms
- Built high-performance systems using Cloudflare, Kinsta, ACF, Kadence, Gravity Forms
- Replaced plugin sprawl with clean, maintainable architecture
- Implemented SEO systems and structured site architecture
- Operate as single owner across the platform, SEO, and infrastructure

Lead WordPress Developer

The Young Turks · 2012–2017

- Sole platform owner for a 20M+ monthly user news network
- Built and managed WordPress, membership, and ecommerce systems
- Owned payments, infrastructure, and platform operations

Additional Experience

- WordPress, SEO, CMS, and enterprise platforms work across multiple organizations

TECHNICAL SKILLS

WordPress · WPMU · ACF Pro · Kadence WP · Gravity Forms · Rank Math · WP Code · Cloudflare · DNS · Kinsta · Screaming Frog · Google Search Console · WooCommerce · Restrict Content Pro · Stripe · AWS S3/CloudFront/EC2 · DNS · Organic SEO · Technical SEO · Schema · Core Web Vitals · AI-Fluent Workflows · Claude · ChatGPT · Gemini · Business Development Strategy · Platform-to-Revenue Analysis

MILITARY

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