

# SAMMY MYLES

SENIOR WEB DEVELOPER

## PERSONAL SUMMARY

★ With a deep passion for developing high-quality, reliable, and secure WordPress websites, as well as custom PHP web applications, I leverage my extensive experience and diverse skill set to deliver exceptional digital solutions. As an expert in WordPress, Shopify, Magento, and Drupal, I am committed to creating seamless and effective content management systems tailored to meet the unique needs of my clients. Serving as a mentor and leader in the CMS development community, I dedicate myself to sharing knowledge and fostering growth among my peers. By staying at the forefront of industry trends and emerging technologies, I ensure that I provide innovative and effective solutions, continually expanding my expertise to meet the evolving demands of the market. 🚀



## SCHOOL ATTENDED

Rochester Institute of  
Technology

BSCS | 2014


Bachelor's in Computer Science





## REFERENCE

Will be presented on demand.

## CONTACT INFORMATION

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## WORK HISTORY

### SENIOR WEB DEVELOPER

AdVenture Media Group | 2020 - present

AdVenture Media Group specializes in PPC management, Google Ads, and social media advertising. Known for data-driven strategies and innovative solutions, they help businesses grow through optimized marketing campaigns. Their expert team focuses on maximizing ROI and delivering measurable results.

### SENIOR WORDPRESS DEVELOPER

Factory 360 | 2015 - 2019

An award-winning experiential marketing agency known for creativity, precision, and innovative blending of digital and physical experiences. Thriving on the cutting edge of technology and cultural trends, they integrate data to craft memorable marketing campaigns.

## KEY COMPETENCIES

- Website Speed Optimization
- Web Accessibility
- SEO Friendly
- Mobile Responsive
- Cross Browser Testing
- Quality Focused
- Fast Learner
- Website Security



## SENIOR WEB DEVELOPER

AdVenture Media Group | 2020 - present

### JOB RESPONSIBILITIES

- Worked on theme customization, child themes, fixing bugs, responsive edits, and creating mobile versions of the current theme.
- Carry out quality assurance tests to discover errors and optimize usability.
- Collaborate with the designers to create a nice UI/UX.
- Worked on headless WordPress and Craft CMS.
- Managed a team, distributing tasks and code reviews.
- Cooperate with designers to create clean interfaces and simple, intuitive interactions and experiences.
- Worked on Shopify using liquid and headless Shopify implementation.
- Worked on different CMS solutions like Drupal, Magento, opencart, Joomla, and Webflow.
- Built email flows and campaigns on Klaviyo and ActiveCampaign
- Landing page creation and optimization
- Collaborated with third-party services APIs to integrate features like payment gateway, analytics, and more.
- Developed custom plugins, modules, and extensions to extend existing functionality.
- Built RESTful APIs for mobile apps and websites.
- Optimized website performance and speed by leveraging caching techniques and web performance best practices.
- Worked with content management systems such as WordPress, Drupal, Magento, and Joomla.
- Involved in the development of custom themes and plugins.
- Deployed and maintained websites on cloud hosting platforms such as AWS, DigitalOcean, and Google Cloud Platform.
- Complete detailed programming and development tasks for front-end public and internal websites as well as challenging back-end server code using Laravel, PHP, HTML, CSS, and JavaScript frameworks.



## WORDPRESS DEVELOPER

Factory 360 | 2015 - 2019

### JOB RESPONSIBILITIES

- Developed custom responsive themes from scratch based on provided Sketch/PSD/AI files, including creating mobile versions and optimizing for retina displays using CSS media queries.
- Proficient in PHP, Bootstrap, JavaScript, jQuery for implementing visual effects, animations, and frontend functionalities.

## DESIGN & PROTOTYPING

- Figma
- Sketch
- Figma to HTML
- Photoshop
- Illustration
- UI/UX design
- Wireframing
- Prototyping
- User testing
- A/B Testing
- Creative design

## CONTENT MANAGEMENT SYSTEMS (CMS)

- WordPress
- Shopify
- WooCommerce
- Headless CMS
- Wix
- Drupal
- Magento
- Joomla

## EMAIL & COMMUNICATION

- Klaviyo
- SendGrid
- Mailchimp
- Email Templates

## MARKETING & ANALYTICS

- SEO (Search Engine Optimization)
- SEM (Search Engine Marketing)
- Social Media Marketing
- Content Management Systems (CMS)
- Web Analytics (Google Analytics, etc.)

- Specialized in theme customization, including child themes, fixing bugs, and making responsive edits across different CMS solutions like Drupal, Magento, OpenCart, Joomla, and Webflow.
- Developed custom responsive themes from scratch based on provided Sketch/PSD/AI files, including creating mobile versions and optimizing for retina displays using CSS media queries.
- Experienced with Advanced Custom Fields (ACF) and custom theme pages development.
- Expert in WooCommerce: installation, theme integration, payment methods integration, and frontend and backend customizations.
- Managed Webflow projects from development to deployment.
- Conducted import/export operations for MySQL databases, users, posts, pages, and custom post types.
- Performed website migrations across servers and optimized website speed and SEO to achieve top scores in Google Speed Insights, GTmetrix, and Pingdom.
- Integrated third-party services into websites, ranging from shopping carts to learning management systems.
- Skilled in WordPress development, including theme customization, development from scratch, and working with visual builders like DIVI, Elementor, and Visual Composer, as well as premium themes such as DIVI, BeTheme, AVADA, and Jupiter.
- Familiar with popular WordPress plugins like WooCommerce, Advanced Custom Fields, Slider Revolution, Contact Form 7, and MailChimp for WordPress.
- Utilized JavaScript, jQuery, and AJAX for creating dynamic web elements.
- Designed pages with HTML, CSS, SASS, and Bootstrap, focusing on mobile optimization and performance best practices like image optimization, sprites, and CSS file compression.
- Proficient with design and prototyping tools such as Photoshop, Invision, Zeplin, Adobe XD, and Figma.
- Established processes for requirements gathering and development, ensuring best practices in web design and development.

## OPTIMIZATION & SECURITY

- Performance optimization
- Security best practices

## TESTING

- Automated testing (Selenium, Jest, etc.)
- Unit testing
- Integration testing
- End-to-end testing

## VERSION CONTROL & COLLABORATION

- Git/GitHub/GitLab
- Agile/Scrum methodologies
- JIRA
- Trello
- Asana

## DEVELOPMENT LANGUAGES & FRAMEWORKS

- JavaScript
- PHP
- HTML5
- CSS3
- jQuery
- React
- Laravel

## DATABASES

- MySQL
- PostgreSQL
- MongoDB