

Jason Hanes

Web Developer | WordPress Developer | Full Stack PHP Developer

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SUMMARY

Web Developer with 15 plus years of experience building high performance websites, web applications, and custom WordPress solutions. Strong background in WordPress development, WooCommerce, PHP, and front end performance optimization. Proven ability to deliver scalable, maintainable codebases that improve Core Web Vitals, technical SEO, and user experience.

TECHNICAL SKILLS

Languages and Core: PHP, JavaScript, HTML, CSS, SCSS, MySQL

WordPress, CMS, and Ecommerce: WordPress Development, Custom Themes, Plugin Development, WooCommerce, Gutenberg Blocks, Advanced Custom Fields (ACF), Custom Post Types, WordPress Multisite

Frontend and UI: Responsive Design, Bootstrap, jQuery, Web Accessibility, HTML Email Development

Performance and SEO: Core Web Vitals, Page Speed Optimization, Technical SEO, Structured Data, Caching, CDN Configuration, Image Optimization

Tools and Platforms: Git, GitHub, Linux, REST APIs, AWS, DigitalOcean, Cloudflare, Jira, Agile, Scrum

Design and Collaboration: Figma, Photoshop

WORK EXPERIENCE

Web Technology Consultant

Marathon Consulting | Virginia Beach, VA | 2023 to 2025 | Full Time, Remote

- Developed custom WordPress websites and WooCommerce solutions for marketing and ecommerce platforms.
- Built and maintained a large scale WordPress multisite environment supporting multiple brands and lead generation funnels.
- Created custom Gutenberg blocks and reusable WordPress components to improve content editing workflows and visual consistency.
- Implemented custom themes, child themes, and custom post types aligned with brand and marketing requirements.

- Integrated third party APIs and marketing tools to support lead tracking and customer engagement.
- Optimized website performance using caching, CDN configuration, and image optimization to improve Core Web Vitals.
- Improved technical SEO through structured data, performance enhancements, and clean semantic markup.
- Managed plugin updates, staging QA, and production releases to support stable deployments.
- Collaborated in Agile Scrum environments including sprint planning, standups, and retrospectives.

Full Stack Web Developer

Square Orange, LLC | Atlantic Beach, NC | 2023 | Self Employed

- Built custom WordPress themes and plugins for small business and agency clients.
- Developed WooCommerce stores including product templates, checkout flows, shipping rules, taxes, and payment integrations.
- Migrated websites across hosting environments including DNS, SSL, and database transfers.
- Managed Linux based hosting environments with performance monitoring, backups, and security updates.
- Resolved plugin conflicts, PHP errors, and performance issues to deliver stable releases with minimal downtime.
- Provided client training, project documentation, and ongoing technical support.

Lead Front End Web Developer

Hobie Cat Company | Oceanside, CA | 2017 to 2023 | Full Time, Hybrid

- Developed responsive front end templates for Django and WordPress websites.
- Translated design files into HTML, CSS, SCSS, and JavaScript with strong focus on responsive implementation, performance, and accessibility.
- Built custom WordPress templates and theme enhancements aligned with brand and marketing requirements.
- Improved page speed and SEO through image optimization, caching strategies, and CSS and JavaScript refinement.
- Created responsive HTML email templates for internal and external marketing systems.
- Collaborated with marketing and design teams on digital campaigns and website improvements.

Full Stack Web Developer

Square Orange, LLC | Temecula, CA | 2013 to 2017 | Self Employed

- Developed custom websites and web applications using PHP, Python, HTML, CSS, SCSS, JavaScript, and MySQL.
- Built and maintained WordPress websites including custom themes and plugin development.
- Delivered WooCommerce implementations with custom product layouts and checkout experiences.
- Configured hosting, CDN, DNS, and SSL settings for performance and reliability.
- Maintained Linux servers and implemented backup, update, and security practices.

Lead Front End Web Developer

Business.com | Carlsbad, CA | 2010 to 2013 | Full Time, On Site

- Developed front end template code for ExpressionEngine and WordPress websites.
- Translated Photoshop designs into responsive HTML, CSS, SCSS, and JavaScript for production use.
- Produced reusable template components and style guides to standardize page builds.
- Improved page performance and SEO readiness through front end optimization and semantic markup.
- Created responsive HTML email templates for marketing systems and campaigns.

Director of Technology

La Touraine Inc. | San Diego, CA | 2007 to 2010 | Full Time, On Site

- Led a team of web developers and IT technicians across website and infrastructure initiatives.
- Defined web infrastructure standards including hosting, security, and backup policies.
- Oversaw website maintenance, content updates, vendor relationships, and technical rollouts.
- Managed department staffing, training, documentation, and annual technology budgets.

Earlier Experience

Netegriti, LLC | WHFR Radio | Ford Motor Co. | Blue Cross Blue Shield of Michigan | 1998 to 2007

- Held web, systems, and IT support roles spanning ecommerce website management, Linux administration, Windows support, and internal technical support.

- Built and maintained websites, managed servers, supported end users, and handled day to day infrastructure troubleshooting.

CERTIFICATIONS

AWS Certified Cloud Practitioner

WGU Certified Front End Developer

EDUCATION

Software Engineering

Western Governors University

Salt Lake City, UT | 2022 to 2024