

Marc Joseph

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Professional Summary

Experienced Senior Front-End Developer with extensive expertise in HTML, CSS, JavaScript, WordPress, Bootstrap, Tailwind, and Photoshop. Proven track record of managing complex projects, optimizing web performance, and delivering measurable results. Highly collaborative, with strong communication skills and a passion for developing intuitive, responsive user interfaces. Adept at working closely with marketing teams and non-technical stakeholders to achieve project goals.

Professional Experience

Senior Web Developer

Guardian Recovery Network – Remote

April 2025 – Present

- Manage and maintain 17-site WordPress Multisite network on DigitalOcean/Plesk/Cloudflare infrastructure, ensuring uptime, security, and performance across treatment centers and related services.
- Supervise web development team members and coordinate technical requirements with cross-functional stakeholders including CSO and marketing teams.
- Built and deployed AI chat widget as network-activatable WordPress plugin powered by Retell, including custom PHP filters, data-driven trigger systems, and local dev environment with GitHub Actions CI.
- Deployed Matomo analytics platform (analytics.guardianrecovery.com) with OAuth2/MCP integration, cron automation, and advanced MariaDB configuration for network-wide tracking and reporting.
- Debugged and resolved Elementor plugin connectivity issues on theplymouthhouse.com through SQL-level database repair
- Optimized network performance by implementing LiteSpeed Cache configurations, tuning cache rules, and replacing FlyingPress with benchmarked 30% reduction in page load times across all sites.

Senior Full-Stack Web Developer (Freelance)

Level Up Studios – Remote

January 2013 – Present

- Developed 30+ custom WordPress themes and plugins, ensuring responsiveness and cross-browser compatibility.
- Translated design mockups into optimized web interfaces using Bootstrap and advanced JavaScript techniques.
- Enhanced site performance by 35% through optimization techniques, including caching, image compression, and SEO best practices.
- Conducted extensive A/B testing, significantly improving landing page conversions and user engagement.
- Implemented robust security practices to prevent vulnerabilities, safeguarding client websites from common threats.

Senior Web Developer

Samba Scientific – Remote

November 2022 – September 2024

- Optimized website responsiveness, achieving a 40% reduction in page load times.
- Collaborated with marketing and design teams to enhance user experience, resulting in 30% increased user engagement.
- Designed and implemented APIs to streamline data exchange between systems, reducing loading times by 40%.
- Integrated analytic tools (Google Analytics) for actionable insights and improved performance tracking.
- Led version control processes and code reviews, ensuring collaborative development and maintaining code quality across the team.
- Enhanced website security by implementing input validation and safeguarding against attacks.
- Mentored junior developers, enhancing overall team proficiency in front-end development practices.

Lead Web Developer

C&I Studios Inc. – Fort Lauderdale, FL

August 2017 – July 2020

- Introduced cost-effective hosting solutions that saved 70% in web hosting and service expenses annually.
- Developed an assessment test to streamline the hiring process of web development team members, reducing hiring time by 30%.
- Led the daily operations of the web development department, improving efficiency and productivity through process automation.
- Created reusable PHP and JavaScript code libraries, reducing development time for future projects by 25%.
- Optimized company websites, boosting conversion rates by 20% and reducing downtime through improved maintenance practices.

WordPress Web Developer

Green Group Studio – Lake Worth, FL

February 2015 – August 2017

- Revamped WordPress security applications, resulting in a 50% reduction in security breaches and malicious attacks.
 - Developed user-focused WordPress websites with optimized WooCommerce shopping carts, leading to a 20% growth in sales and user engagement.
 - Implemented speed and functionality enhancements that led to a 30% increase in page load times and overall site performance.
 - Built dynamic and interactive WordPress websites that resulted in 25% more traffic and a 15% improvement in sales revenue.
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Education

Bachelor of Science in Software Engineering

The Art Institutes – Fort Lauderdale, FL

Graduated: April 2017

Key Skills

Core Front-End Skills

- TypeScript
- HTML5
- CSS3/SASS
- Bootstrap

CMS & Tools

- WordPress
- WooCommerce
- Elementor
- Gutenberg
- Cloudflare

Version Control

- GitHub

Frameworks & Libraries

- React
- jQuery
- Chakra UI
- Tailwind CSS
- Node JS
- Express JS

Analytics & Optimization

- Google Analytics
- Google Search Console
- Google Tag Manager
- SEO Optimization
- Performance Tuning