STEVEN J HUBBARD

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SENIOR ARCHITECT | FULL STACK DEVELOPER

I am a dynamic, results-driven Senior Architect & Full Stack Developer with an unwavering passion for delivering cutting-edge, scalable web solutions. Leveraging my expert-level mastery of WordPress, PHP, HTML, CSS, and JavaScript, I excel at optimizing high-visibility projects, integrating complex APIs, and crafting seamless user experiences—all while maintaining rigorous security and efficiency standards.

My portfolio spans custom WordPress plugins and themes to architecting enterprise-level ERP systems, reflecting a proven track record of innovation and measurable impact. In fast-paced environments, I thrive by mentoring teams, producing comprehensive technical documentation, and orchestrating smooth onboarding initiatives that empower end users. I'm committed to pushing boundaries, exceeding performance goals, and creating truly transformative digital experiences. Let's connect and explore how I can help drive your organization's growth and success.

PROFESSIONAL EXPERIENCE

Senior Architect / Developer (Contract) | Coup D'État - *January 2019 – Present*

- Optimized WordPress deployment processes, reducing load times by 35% and significantly improving site reliability.
- Developed and customized WordPress themes and plugins, ensuring seamless functionality and performance.
- Enhanced PHP-based back-end integrations, improving security and database efficiency.
- Implemented user analytics using PHP and JavaScript, refining marketing strategies and increasing ROI by 10%.
- Led team training on coding best practices, boosting productivity by 30%.
- Executed multi-channel A/B testing (emails, landing pages), resulting in higher email open rates and improved campaign ROI.

Web Director / Solutions Architect | Horizon Media - *October 2024 – December 2025*

- Developed and maintained enterprise integrations using WebMethods, Java, and SQL Server, ensuring smooth data transactions.
- Spearheaded ERP integrations with NetSuite, enhancing financial and operational workflows.
- Designed and implemented EDI and CRM system integrations, optimizing marketing performance and data consistency.

- Led data warehouse integrations, improving business intelligence and reporting capabilities.
- Managed API-driven data pipelines, enhancing cross-platform connectivity and reducing manual processes by 40%.

Front-End AEM Developer / Magento Architect | Lexmark - *October 2022 – March 2023*

- Developed custom WordPress plugins to integrate AEM with Magento, increasing user engagement by 30%.
- Optimized WordPress-based subscription modules, improving customer satisfaction by 20% and increasing sales by 10%.
- Enhanced PHP performance tuning for AEM components, cutting load times by 35% and boosting user retention.

Senior Ecommerce Architect | TiVo - *December 2020 – May 2022*

- Led migration from a legacy CMS to WordPress & Magento, significantly improving site performance and scalability.
- Engineered PHP-based solutions for WordPress & SFCC personalization, optimizing user segmentation and shopping experiences.
- Integrated WordPress with Marketo & Litmus, boosting email marketing engagement.
- Developed WebMethods solutions for seamless EDI, CRM, and data warehouse exchanges.
- Designed & implemented Java-based ERP integrations with NetSuite, streamlining business operations.
- Optimized SQL Server performance, reducing query response times and improving reporting accuracy.

Ecommerce Architect / Senior Developer | L&L Supply - *February 2020 – March 2021*

- Improved WordPress performance & security, reducing load times and increasing site reliability by 20%.
- Led CMS migration from a legacy system to Magento & WordPress, ensuring seamless content and e-commerce integration.
- Mentored junior developers on PHP and WordPress best practices, increasing team efficiency by 30%.

Senior HubSpot Developer | iRhythm - *January 2019 – December 2019*

- Built and optimized custom WordPress landing pages, increasing lead conversions by 30%.
- Developed an API-based doctor-finder mapping tool for WordPress, boosting user session time by 23%.
- Enhanced WordPress email templates, improving open rates and click-through rates by

38%.

Senior Front-End Developer | Ten-X - *September 2015 – January 2018*

- Led major WordPress enhancements, increasing traffic by 25%.
- Developed PHP-based custom WordPress themes, aligning front-end performance with business goals.
- Implemented advanced SEO strategies, driving a 35% increase in conversions.

Ecommerce Architect | Developer | Chrome Industries - *July 2014 – August 2015*

- Redesigned a Magento-powered WordPress storefront, improving user engagement by 25%.
- Integrated third-party APIs into WordPress, cutting processing time by 40%.
- Leveraged Google Analytics & MySQL for UX/UI optimizations, increasing conversion rates by 15%.

CORE SKILLS

WordPress Development & Optimization

Custom theme & plugin development
Performance optimization, caching, & security enhancements
WordPress REST API & WooCommerce integration
Multi-site management & database optimization

Programming & Frameworks

PHP (WordPress, Laravel) | JavaScript (React, Node, Vue, TypeScript) | Python | Ruby on Rails | JSP
HTML5, CSS3, SASS, LESS

Web Technologies

CMS & E-commerce: WordPress, Magento, WooCommerce, Shopify, SFCC, Marketo
DevOps & Tools: Docker, Webpack, REST APIs, Microservices, Git

Cloud & Infrastructure

AWS, Snowflake, Unix/Linux, Windows, CI/CD Pipelines

Databases & Integrations

MySQL, Oracle, SAP, NetSuite
Payment Gateways: Braintree, PayPal, Stripe

Monitoring & Analytics

Google Analytics, GTM, New Relic, Big Panda, PageSpeed Insights, GTMetrix

Project Management & Documentation

Jira, Confluence, Workfront, Slack, Agile
Writing in-depth API documentation & technical guides
Leading workshops & development team training

SOFT SKILLS OVERVIEW

Strong leadership, mentorship, and team collaboration
Expert problem-solver, optimizing workflows & development pipelines
Proven ability to balance technical execution with business strategy
Delivers high-impact digital experiences with major stakeholders

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EDUCATION

Academy of Art University – *Bachelor in Computer Science*
Focus: 3D Animation & Web Development

Portland State University – *Coursework in International Law & Marketing*

REFERENCES AVAILABLE UPON REQUEST