

MATTHEW COTTER

WEB DEVELOPER

cotter.m@gmail.com

Front-end-focused web developer with 13+ years of experience building high-performance WordPress sites, custom themes, and integrations for clients ranging from small businesses to Fortune 500 companies and government agencies.

SUMMARY OF PROFICIENCIES

- HTML
- CSS with expertise in SASS and Bootstrap.
- PHP, specializing in Joomla, WordPress, and Laravel frameworks
- WordPress management, custom theme development, and ACF
- Extensive use of WordPress builders such as Divi and Elementor.
- Python, particularly experienced in Django and Django Rest Framework
- Proficient in UI software such as Figma, Sketch, and XD.
- JavaScript, with proficiency in Vue.js, React, jQuery, Gatsby.js, Axios, and TypeScript
- Knowledgeable in Node.js.
- Extensive Adobe Suite knowledge, particularly Photoshop, After Effects, and Premiere.
- Google Analytics & Search Console, with strong SEO fundamentals.
- MySQL for database management.
- Experienced in version control using Git, including GitHub, GitLab, and Bitbucket.
- Trained and well versed in Agile methodology.

EXPERIENCE

Connor Group

Sept 2025 – Present

Web Developer

- Designed and maintained high-performance WordPress sites using Divi, custom plugins, and Advanced Custom Fields (ACF).
- Managed a complex WordPress multisite network of 50+ sites, ensuring stability and security.
- Automated deployments and maintenance tasks using advanced WP-CLI workflows to reduce operational overhead.
- Integrated Yardi CRM through API in WordPress for DNI, lead submission, and other general uses.
- Supported and maintained other websites for TCG's philanthropic endeavors such as Connor Kids Academy, Colin's Lodge, and Greater Dayton Schools.

Reborn Consultants

July 2024 – Sept 2025

Lead Web Developer

- Designed and customized WordPress websites using Elementor and Beaver Builder, incorporating Advanced Custom Fields (ACF) for enhanced functionality.
- Utilized Figma for high-fidelity design and prototyping to ensure visually appealing and user-friendly interfaces.
- Configured and managed CloudFlare DNS settings to optimize website performance and security.
- Oversaw cPanel and database management, including the administration and monitoring of multiple domains and e-commerce sites.
- Developed and integrated dynamic forms with Gravity Forms to streamline user interactions and data collection.
- Led Quality Assurance processes to ensure the accuracy, functionality, and overall quality of websites prior to launch.

Self-employed

Nov 2023 – Present

Freelance Web Developer

- Managed and executed digital media and social media campaigns for Chicory Tea Co. and Willows Home & Gifts, driving brand visibility and engagement.
- Extensive experience designing, administering, and managing CMS platforms including WordPress, WooCommerce, and Shopify, with expertise integrating payment systems such as Moneris, Square, and Stripe.
- Produced and edited videos using Adobe Creative Suite to create compelling visual content.
- Designed graphics and optimized images for SEO using Photoshop, including branding materials to enhance visual identity.

Stratacache

Oct 2021 – Jan 2024

Front End Developer

- Spearheaded the maintenance and optimization of digital menu board assets, products, and applications for industry-leading brands including McDonald's, Popeyes, and Tim Hortons, ensuring seamless functionality and user experience.
- Applied expertise in Vue.js, TypeScript, HTML/CSS, and SASS to develop and enhance applications, contributing to the advancement and efficiency of digital menu boards visually and in deployment.
- Worked directly with Brand Managers and QA teams to execute each brand's vision for their versions of the menu boards across morning, lunch, dinner, and late night.

Wright-Patterson Air Force Base

Sept 2020 – Oct 2021

IT Specialist

- Received a Top Security Clearance, demonstrating a commitment to confidentiality and integrity in handling sensitive information critical to operations.
- Spearheaded the development of innovative web applications tailored to streamline base operations, employing Agile methodologies to ensure adaptability and efficiency in project delivery.
- Employed Adobe XD to craft comprehensive mockups, fostering clear visualization and alignment with project objectives and stakeholder expectations.
- Collaborated with departmental staff and clients on seamless integration and utilization of applications, and conducted demos to showcase functionality and gather feedback.
- Applied a versatile skill set encompassing Vue.js, Nuxt.js, Django, HTML/CSS, and SASS to drive the development and enhancement of dynamic applications.

GE Aerospace

Oct 2018 – Apr 2020

Lead Front End Developer

- Headed Front End development for the Auxiliary Design System, a vital internal resource utilized across GE Aviation, ensuring its seamless integration and functionality.
- Operated within 2-week Agile sprints, implementing goal-setting strategies to optimize productivity and project delivery timelines.
- Fostered collaboration with UX Designers to translate design concepts into actionable components, enhancing usability and aesthetics.
- Provided extensive support to GE Aerospace's global network of 600+ developers, facilitating integration of the product into new and existing projects.
- Oversaw maintenance and development of comprehensive documentation and source code for internal stakeholders and developers.

RCF Information Systems

June 2018 – Oct 2018

Web Developer

- Engaged as a contractor within the RQOC Division at Wright-Patterson Air Force Base, contributing to projects enhancing daily base operations through application development.

- Collaborated within a structured Agile framework, operating in 2-week sprints to effectively set and execute project goals.

Think Patented

Jan 2017 – June 2018

Full Stack Developer

- TDH Marketing was purchased by Think Patented on January 1st, 2017 and rebranded as Bitstorm Connect.
- All previous responsibilities at TDH Marketing were retained.

TDH Marketing

Dec 2014 – Jan 2017

Web Developer

- Led end-to-end website design and development projects, prioritizing user experience and functionality; translated approved Photoshop/Sketch mockups into high-quality code.
- Conducted routine maintenance on existing websites, predominantly using Joomla, Drupal, and WordPress platforms.
- Facilitated onboarding and mentorship for new team members, fostering a collaborative work environment.
- Crafted and optimized code and graphics to enhance search engine visibility and improve website ranking.
- Provided CMS training to clients, serving as a direct point of contact for long-standing clients and new partners.

EDUCATION

Clark State Community College

Aug 2013 – May 2016

New Media

Graduated with an Associate's in New Media. Curriculum included video/animation, social media strategy, graphic design, and web development.

RECOGNITION & AWARDS

- Graduated with honors, 3.8 GPA, and selected for the "Student Excellence" award by the New Media program director.
- Published in *Technology First Magazine*, December 2017: "The Framework Battle for App Development"
- Conference speaker at WordPress's Dayton WordCamp, May 2018: "Workflows in a Disposable Economy"