

Lou Divers

WordPress Web Developer

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📍 Slippery Rock, PA

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OBJECTIVE

WordPress designer and developer with more than 15 years of experience building custom themes, improving performance, and creating scalable systems that help teams work more efficiently. I enjoy blending thoughtful design with practical development, and I'm especially drawn to projects where usability, consistency, and long-term maintainability matter. I'm looking for opportunities where I can collaborate with a supportive team, contribute to high-quality WordPress experiences, and continue growing in a role rooted in creativity, problem-solving, and meaningful work.

EDUCATION

Graphic Design

Art Institute of Pittsburgh

📅 January 2004 - June 2007

📍 Pittsburgh, PA

Computer Science

Butler County Community College

📅 August 2002 - May 2003

📍 Butler, PA

WORK EXPERIENCE

Senior WordPress Developer

Ramblin Jackson Inc.

December 2021 - current | Remote

- Led the development of the Landscaper Pro theme, a reusable, system-driven WordPress framework that supported a growth in annual website production from 12 projects to 31, a 158% increase. Landscaper Pro became the foundation for roughly 65% of new website sales from 2023 through 2025.
- Designed and developed a UX-driven landing page template for the paid ads team, contributing to a noticeable increase in leads from paid campaigns through google ads and email marketing.
- Maintain a detailed library of technical documentation and training materials to support onboarding and consistent workflows.
- Mentor junior developers and collaborate with designers, project managers, and SEO specialists to ensure each project aligns with client goals and follows strong development practices.

WordPress Developer

Ramblin Jackson Inc.

April 2018 - May 2023 | Remote

- Developed custom WordPress themes and plugins using PHP, CSS, JavaScript, and jQuery aimed to follow accessible, semantic markup and inclusive design practices.
- Collaborated with designers, project managers, and the SEO team to deliver high-quality websites aligned with client objectives.
- Built a WordPress management dashboard that automated updates, backups, and security tasks for 100+ client sites. The use of this dashboard led to a profitable hosting and security program for the first time in the company's history.
- Supported ongoing website improvements, troubleshooting, and feature development across a wide range of projects. Improved Core Web Vitals and overall performance across dozens of client sites through careful theme architecture, image optimization, caching, and modern CSS/JS practices.

Assistant Technical Director

Chatham University

September 2018 - October 2018 | Pittsburgh, PA

- Supported an 8-week WordPress course for women entrepreneurs in partnership with Google and Chatham University.
- Helped participants set up hosting, configure DNS records, install WordPress, select themes, and optimize their websites for SEO and usability.
- Provided hands-on support with forms, plugins, and email setup on the websites that were built by the students during the course.

TECHNICAL SKILLS

WordPress Development

- WordPress theme development
- Custom plugin development
- WP-CLI
- Multisite experience

Frontend Development

- HTML5 / CSS3
- JavaScript
- jQuery
- Responsive design
- Performance optimization

Backend & Server

- PHP (WordPress-focused)
- MySQL
- LAMP stack management
- DNS configuration
- VPS / hosting management
- Apache configuration

Performance & SEO

- On-page SEO structure
- Schema markup
- Page speed optimization
- Local SEO
- VPS / hosting management
- Apache configuration

PROFESSIONAL SKILLS

- Cross-functional collaboration
- Documentation & training
- User-centered thinking
- Systematic design & reusable components
- Remote communication
- Project planning & time management
- Curiosity and continuous learning
- Accountability and reliability

WordPress Developer

Profit Insites Inc.

January 2016 - December 2021 | Remote

- Designed and developed responsive WordPress websites focused on performance and accessibility while working closely with back-end developers and / or project managers to ensure smooth integration of features and content.
- Managed hosting environments, DNS, and regular site updates to maintain uptime and security.
- Enhanced SEO and load times through thoughtful front-end improvements and structural refinements.

Independent Web Designer & Developer

Lou Divers Multimedia

January 2007 - December 2024 | Remote

- Run a small design and development studio providing branding, website design, and digital marketing for small businesses. Also partner with larger agencies to offer WordPress development support.
- Develop custom WordPress websites and manage server environments, email servers, and DNS configurations for more than 37 clients, contributing to approximately \$4,000 in monthly recurring revenue.
- Plan and execute digital strategies for both national ecommerce brands and local home service businesses, including web design, SEO, and designing targeted landing pages for email, direct mail, and PPC campaigns.

VOLUNTEER EXPERIENCE

WordPress Community Volunteer

Local Meetups & WordCamp Pittsburgh

January 2016 - December 2019 | Pittsburgh, PA

- Participated in local WordPress meetups, volunteered at happiness bars, and supported attendees during WordCamp Pittsburgh.
- Enjoyed contributing to the WordPress community prior to becoming a parent, and looking forward to returning through employer-supported opportunities.

Website Chair (Volunteer)

Slippery Rock Business Association

May 2017 - December 2024 | Slippery Rock, PA

- Designed and maintained the association's WordPress website to better support local businesses and community events.
- Led a local SEO initiative that improved visibility for member profiles.
- Digitized the monthly newsletter, saving the organization more than \$1,000 per month and extending community outreach.