Lou Divers

Sr. Web Developer &
Systems Builder

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loudivers.dev

TECHNICAL SKILLS

WordPress

- WordPress (FSE / Block Themes)
- WooCommerce
- Custom Plugin Development
- WP-CLI, Multisite

Frontend Development

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

Backend & Infrastructure

- PHP
- MySQL
- Node.js
- LAMP Stack
- VPS Management
- DNS
- Cloudflare Workers
- Git / GitHub / Bitbucket

Integrations & APIs

- REST APIs
- Webhooks
- GoHighLevel
- HubSpot
- Zapier / Pipedream

SUMMARY

Senior web developer with agency experience and a 20-year track record building websites, tools, and integrations that hold up under real-world pressure. Deep expertise in WordPress theme development, WooCommerce, API and webhook architecture, and marketing technology platforms. I care about getting it right from the start.

WORK EXPERIENCE

Senior WordPress Developer

Ramblin Jackson Inc.

April 2018 - June 2026

- Conceived, designed, and built Landscaper Pro, a standardized WordPress and Beaver Builder system that reduced per-site build time from 70+ hours to roughly 35 hours, and increased annual website production as the agency's primary developer. Landscaper Pro became the foundation for roughly 65% of new website sales from 2023 through 2025 and beyond.
- Designed and developed a UX-driven landing page template for the paid ads team, contributing to an increase in leads from paid campaigns through Google Ads and email marketing.
- Built form-to-CRM integrations connecting client websites to HubSpot, GoHighLevel, Google Sheets, and other platforms, using custom Node.js middleware, Zapier, and Pipedream.
- Authored the team's technical documentation and training library, which was used for onboarding and standardized build workflows.
- Deployed an automated site management system handling updates, backups, and security across 100+ client sites, creating the agency's first profitable hosting and security program.
- Collaborated with designers, project managers, and the SEO team to deliver high-quality websites aligned with client objectives, and to support ongoing website improvements.

Founder & Principal Developer

Lou Divers Multimedia

January 2007 - Present

- Run an independent studio serving small businesses, regional brands, and agency partners. Client work spanned site builds, SEO, targeted landing page campaigns, web applications, and brand development.
- Managed server environments, DNS, and email infrastructure for 37+ clients at peak, generating roughly $4,000 in monthly recurring revenue.
- Beyond standard client work, built several web applications on WordPress — membership platforms, community forums, product review systems, and internal tools including a private email marketing platform and DAM on Multisite. Also developed custom PHP and JavaScript applications and engineered a multi-tenant SaaS product on React and Cloudflare's edge infrastructure.

Performance & SEO

- Technical SEO
- Core Web Vitals
- Schema Markup
- Local SEO
- WCAG Accessibility

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

Web Developer & Managing Partner

Profit Insites Inc.

January 2016 - December 2021

- Designed, developed, and managed websites for small businesses and complex e-commerce stores with a consistent focus on performance, accessibility, and clean front-end architecture.
- Worked closely with back-end developers and the company president on feature integrations across a wide range of client projects, while managing hosting environments, DNS, and site security across the agency portfolio.
- Designed and built a full customer portal for a large western Pennsylvania irrigation systems manufacturer, a project that ran successfully in production for over nine years.

Assistant Technical Director

Chatham University

September 2018 - October 2018 | Pittsburgh, PA

- Supported a Google-sponsored initiative in partnership with Chatham University to teach WordPress development and local SEO to women entrepreneurs starting new businesses.
- Delivered hands-on instruction covering hosting setup, DNS, WordPress, SEO fundamentals, plugin usage, Google Search Console, and Google My Business across an 8-week program.

VOLUNTEER EXPERIENCE

WordPress Community Volunteer

Local Meetups & WordCamp Pittsburgh

January 2016 - December 2019

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

Board Member - Website Chair

Slippery Rock Business Association

May 2017 – December 2024

- Designed and maintained the association's 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.