



Jason Martinez

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SENIOR FRONT-END DEVELOPER & WORDPRESS ARCHITECT

Custom WordPress Architecture (PHP/Bootstrap/JS) • Performance (Core Web Vitals) • Accessibility (WCAG/ADA) • MarTech • eCommerce Integrations

SUMMARY

Senior Front-End Developer & WordPress Architect with 17+ years of agency experience building and improving websites for enterprise and mid-market clients. Specializes in custom WordPress theme/template architecture and reusable component-based builds using PHP, Bootstrap, HTML/CSS, and JavaScript.

Known for performance and maintainability improvements, including Core Web Vitals, caching, script strategy, and long-term site reliability, along with accessibility-focused implementation such as semantic structure, keyboard behavior, and audit follow-through. Experienced integrating marketing and eCommerce tooling, including HubSpot, Pardot, GTM/GA, WooCommerce, Shopify, and Klaviyo, while partnering with SEO stakeholders and supporting long-term site health and security.

Comfortable working in front-end-led full-stack contexts where WordPress, PHP, JavaScript, marketing systems, eCommerce, performance, accessibility, and maintainability all need to work together.

Leverages AI-assisted development tools, including ChatGPT, Claude, GitHub Copilot, Cursor, and Gemini, to accelerate problem-solving, reduce ramp-up time, and expand capabilities across modern frameworks such as React, Astro, and TypeScript.

SKILLS

- **WordPress & Front End:** WordPress, Custom Themes/Templates, ACF, Elementor, PHP, HTML5, CSS3, Bootstrap, JavaScript, jQuery, LESS
- **Modern Development Exposure:** React, Astro, TypeScript, Node.js, Headless Shopify (AI-assisted, production support)
- **Performance & Accessibility:** Core Web Vitals optimization, front-end performance, caching strategy (NitroPack), ADA/WCAG implementation

- **Security & Reliability:** WordPress core/theme/plugin maintenance, vulnerability patching cadence, Wordfence (WAF, firewall rules, malware scanning, login protection), least-privilege access practices, backups/restore coordination (platform tooling)
- **eCommerce:** WooCommerce, Shopify, OpenCart
- **SEO & Content Foundations:** semantic HTML, crawlable template structure, internal linking support, metadata consistency (in partnership with SEO)
- **MarTech & Analytics:** HubSpot, Pardot, Formstack, Klaviyo, Google Tag Manager, Google Analytics
- **Animation & Interactive UI:** GSAP (GreenSock), SVGator
- **Design & Asset Prep:** Adobe Photoshop, Adobe Illustrator, Figma
- **Platforms & Tools:** Webflow, HubSpot CMS, Drupal (administration), Concrete5, Git (GitHub/Bitbucket), WP Engine, Pantheon, Google Web Designer
- **Delivery:** Agile & Waterfall, cross-functional collaboration (design/SEO/strategy)

PROFESSIONAL EXPERIENCE

Enilon - Fort Worth, TX (100% Remote)

Senior Front-End Developer (Promoted) | Aug 2021 – April 2026

User Experience Developer | Oct 2008 – Aug 2021

- Built and maintained custom WordPress sites and reusable templates/components using PHP, Bootstrap, HTML/CSS, and JavaScript/jQuery.
- Developed flexible page systems using Elementor while maintaining clean markup, consistency, and long-term maintainability.
- Improved performance and Core Web Vitals through image strategy, caching/tooling (including NitroPack where applicable), and script-loading best practices.
- Supported accessibility remediation and audit follow-up using tools such as Pope.tech (and client-provided accessibility tooling), focusing on semantic structure and keyboard behavior.
- Partnered with design, SEO, and stakeholders to translate requirements into responsive, accessible, UX-focused page builds.
- Integrated tracking and measurement using Google Tag Manager and Google Analytics (events, conversions, and reporting support).
- Built and supported lead-capture workflows using HubSpot, Pardot, and Formstack, ensuring reliable submissions and clean data handoff.
- Supported eCommerce implementations using WooCommerce and Shopify, including theme/template updates and marketing integrations (e.g., Klaviyo).
- Supported ongoing security posture and site reliability by managing update cadence, reducing plugin risk, and implementing protections such as firewall rules, login hardening, and scanning (Wordfence where applicable).
- Helped rebuild and stabilize development operations by establishing and improving workflows, standards, and documentation.
- Collaborated with internal teams and external partners, contributing across multiple client environments and codebases.

- Served as a long-tenured technical anchor, maintaining continuity across multiple client sites and changing team structures.
- Progressed from entry-level to Senior Front-End Developer through sustained ownership, reliability, and expanded responsibility.

Selected Project Impact

- Reduced automated accessibility errors from 30,632 to 1,131 while scanned pages increased from 1,891 to 2,209, using priority-based WCAG/ADA remediation across a large, long-running client site.
- Built custom WordPress/WooCommerce systems including location-aware dual branding, regional product visibility, fulfillment context, and ACF-driven content/logic.
- Developed a custom WooCommerce local delivery engine using cart contents, product size data, selected store, delivery distance, session state, and admin order metadata.
- Built a Node.js/Puppeteer scraping workflow to map thousands of cloned-site URLs back to original WooCommerce pages for a takedown process.
- Helped migrate legacy design-system documentation into an Astro/Starlight platform while preserving component output, layout parity, and repeatable contribution patterns.

AI + Adaptability Focus

- Leverage AI-assisted development tools (ChatGPT, Claude, GitHub Copilot, Cursor, Gemini) to expand development capabilities across unfamiliar frameworks, enabling effective contributions to React, Astro, and TypeScript-based projects.
- Accelerate coding, debugging, and refactoring across PHP, JavaScript/TypeScript, and CSS, improving development speed and code quality.
- Rapidly evaluate unfamiliar codebases and implement solutions efficiently using AI as a force multiplier for faster delivery.

EDUCATION

University of Texas at Arlington - Bachelor of Science, Information Systems

Relevant Coursework: Web Programming, Internet Marketing, eCommerce, Java, Database Management, Information Security, Systems Analysis & Design