

Andy Stash



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Profile

Creative and detail-oriented Front-End Developer specializing in WordPress-based solutions, with over 10 years of experience building responsive, SEO-optimized websites for HVAC, B2B, and service industries. Proficient in HTML, CSS, jQuery, and WordPress theme/plugin development. Skilled in UI/UX best practices, accessibility (WCAG), and front-end performance optimization. Adept at collaborating with designers, marketers, and developers to deliver fast, accessible, and conversion-driven websites. Combines front-end development expertise with strong client support experience, enabling clear communication, efficient troubleshooting, and seamless handoff of WordPress solutions to end users.

Skills

- **Front-End Development:** HTML5, CSS3, JavaScript, jQuery, Bootstrap, Responsive Design, Cross-Browser Compatibility
- **CMS Platforms:** WordPress (Custom Themes, Plugins, Elementor, Full Site Editing, WooCommerce)
- Excellent problem-solving and troubleshooting skills.
- **SEO Tools:** Yoast SEO, Schema Markup, Google Analytics, Search Console, Google Tag Manager
- **Performance & UX:** PageSpeed Optimization, Core Web Vitals, Mobile-First Design, Accessibility (WCAG)
- **Dev Tools:** Git, GitHub, cPanel, DNS Management, Mailgun, Cloudflare
- **Soft Skills:** Strong eye for design, technical troubleshooting, clear communication, and collaborative mindset

Experience

CONTRACT WEBSITE DEVELOPER, BOUVIER KELLY; (REMOTE/HYBRID), RURAL HALL, NC — 2025–PRESENT

- Designed and launched high-converting WordPress websites for local and regional clients in tourism, marketing, and furniture industries.
- Partnered with Bouvier Kelly's creative team to deliver branded site builds on deadline and within budget.
- Customized WordPress back ends with client-friendly interfaces, enabling non-technical users to manage content and lead generation forms with ease.

SQUAD DEVELOPER, CI WEB GROUP; (REMOTE), HOUSTON, TX: MAY 2024 - NOVEMBER 2024

- Developed and maintained custom WordPress themes and plugins optimized for HVAC service websites, ensuring responsiveness, fast loading times, and SEO best practices.
- Built landing pages and service pages using SEO-optimized HTML/CSS and schema markup to improve organic search rankings for local HVAC keywords.
- Collaborated with content and SEO teams to create conversion-focused blog layouts, service pages, and internal linking strategies.
- Troubleshot website issues including plugin conflicts, slow load times, and 404 errors, ensuring minimal downtime and improved UX.
- Provided Tier 1 and Tier 2 technical support for internal teams and HVAC clients using WordPress websites, CRMs, and lead generation tools.

WEB SPECIALIST, OECHSLI INSTITUTE; (REMOTE/HYBRID), GREENSBORO, NC: 2023 - MAY 2024

- Develop, design, and manage multiple client websites utilizing an internal WordPress framework of custom themes and plugins, fostering enhanced user experiences.

- Utilized front-end builders like Elementor and FSE to build mobile-friendly, SEO-optimized websites for financial clients.
- Collaborate with cross-functional teams to integrate marketing efforts such as newsletters, videos, and social media, enhancing overall brand visibility and client reach.
- Implemented Google Tag Manager and Analytics to track KPIs, providing insight that informed client UX and conversion strategies.
- Demonstrated strong troubleshooting skills and effectively communicate complex ideas to clients, both verbally and in writing, ensuring clarity and alignment throughout project life cycles

WEBSITE DESIGNER/DEVELOPER, ALDERMAN COMPANY; HIGH POINT, NC: 2018 - 2023

- Designed custom WordPress themes using HTML, CSS, jQuery, and PHP to deliver responsive, branded solutions.
- Collaborated with clients and internal teams to understand project requirements, provide design recommendations, and deliver tailored solutions.
- Integrated third-party plugins, e-commerce tools, and CRM systems to align with client marketing objectives.
- Provided client support and CMS training, enabling clients to manage content independently.
- Stayed updated on industry trends and best practices in web design and development, incorporating new techniques and technologies into projects.
- Performed ongoing maintenance and optimization to improve site speed, accessibility, and uptime.

FRONT-END WEBSITE DESIGNER, CONCINNITY MARKETING; WINSTON-SALEM, NC: 2010 - 2018

- Collaborated with .NET development teams to design front-end templates within Umbraco CMS.
- Built responsive layouts and HTML email templates aligned with client branding and marketing strategies.
- Utilized Bootstrap and UX principles to craft intuitive, user-focused web interfaces.

MULTIMEDIA DEVELOPER, OLD DOMINION FREIGHT LINE; THOMASVILLE, NC: 2007 - 2010

- Collaborated with subject-matter experts to understand training objectives and content requirements.
- Conducted video shoots, including setup, lighting, and filming, to capture training content effectively.
- Edited raw footage using industry-standard editing software to create polished and professional training videos.
- Integrated graphics, animations, and other visual elements to enhance engagement and comprehension.
- Ensured video content adhered to brand guidelines and maintained consistency in style and tone.

Selected Projects

- Visit High Point CVB: Created responsive tourism site using custom WordPress theme, improving Organic SEO.
- Mr. RPM: Created WooCommerce site for motorcycle parts distributor improving sales with 1.5M in 5 years.
- Kuberit: Developed WordPress site with custom 3D parts visualizer for over 500 product variations.

Education

Bowling Green State University, Bowling Green, OH - Bachelor of Arts
Certificate in 3D Animation, 3D Studio MAX, Raleigh, NC

Online Portfolio

<https://andystash.com/>

References

Available Upon Request