

Emily Sims

Web Designer & Developer | WordPress · Webflow · Joomla · Shopify · 11+ Years

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SUMMARY

Web designer and developer with 11+ years building and maintaining CMS websites. Spent a decade at FDI Creative Services, advancing from intern to Senior CMS Web Developer and building hundreds of client websites. Most recently a Web Integrations Specialist at Geek Powered Studios, building in Webflow, maintaining an advanced metaobject-driven Shopify store and WordPress/WooCommerce sites, connecting sites to tracking, CRM, and email platforms, and informally leading a 3-5 person design/development team. Uses Claude Code daily for AI-assisted development.

SELECTED ACHIEVEMENTS

- Introduced a content-gating workflow that required client content before each build phase, ending project bottlenecks and adding an estimated \$15,000 in monthly revenue.
- Led the consolidation of hundreds of hosting accounts into one provider, cutting hosting costs by an estimated 25%.

SKILLS

CMS & Site Building: Webflow, WordPress, WooCommerce, Elementor, Gutenberg, Divi, ACF, Joomla (T3, Helix), Shopify (backend, advanced Liquid, metaobjects, Matrixify), Squarespace, Wix

Front End: HTML5, CSS3, SASS/LESS, Bootstrap, Flexbox/Grid, JavaScript (editing, extending, troubleshooting), PHP (WPCode snippets, template edits)

Integrations & Tracking: Google Tag Manager, GA4, Google Search Console, CallRail, Meta Pixel, Cloudflare (incl. Turnstile), HubSpot, Klaviyo, Mailchimp, Housecall Pro, Stripe, Zapier, Google Apps Script

Data & Hosting: MySQL, phpMyAdmin, JSON, XML, cPanel/WHM, FTP/SFTP

Tools: Figma, Adobe Photoshop/Illustrator, Chrome DevTools, BrowserStack, Microsoft Clarity, SEMrush, Claude & Claude Code (incl. Webflow MCP), Git/GitHub (familiar), ClickUp, Teamwork.com

EXPERIENCE

Geek Powered Studios | Web Integrations Specialist (role eliminated after acquisition)

Nov 2025 – Jun 2026

Remote

Building

- Designed and built responsive marketing sites in Webflow, including CMS-driven PPC landing page templates with 52-field schemas.
- Used Claude with the Webflow MCP to create CMS collections and design-system variables, including a mobile style guide, for a website build.
- Maintained ameda.com day to day, an advanced Shopify store built on metaobjects: wrote and modified advanced custom Liquid, managed products, collections, and site content in the Shopify backend, and handled bulk product imports and exports with Matrixify.
- Maintained and extended existing WordPress/WooCommerce client sites with custom JavaScript and PHP through WPCode.
- Designed and built a WooCommerce promotional system entirely in custom WPCode code (no plugins): sticky banners, countdown timer tiles, a custom badge system, template overrides, a product-page video grid, and price-override logic carried through the popup cart and cart page, plus a cart-page banner that linked shoppers to related products based on cart contents.
- Rebuilt one page of a previous developer's heavily customized Elementor site on the theme's default template using WPCode, resolving rendering conflicts with required JavaScript while leaving the rest of the site on Elementor.
- Built an interactive acquisitions map with Claude Code (Mapbox GL + Chart.js), with year, transaction-size, and view-mode filters kept in sync across the map, chart, and a sortable data table sourced from CMS data.
- Customized Shopify themes and Liquid templates for other clients to match brand and functionality requirements.

Integrations and Automation

- Implemented and troubleshot tracking and conversion integrations across GTM, GA4, CallRail, and Meta Pixel; standardized a reusable Cloudflare Turnstile bot-protection setup deployed across multiple client sites, and diagnosed a Safari compatibility issue affecting form security statewide.
- Connected client sites to business platforms including HubSpot, Klaviyo, Mailchimp, and Housecall Pro; built multi-step Zapier automations routing form leads to CRM, calendar, and SMS.
- Built Google Apps Script automations, including a SEMrush-to-Google Sheets reporting pull and a Sheets workflow that added and tagged email subscribers when contact info changed.
- Audited a 154-URL sitemap against a template taxonomy and presented leadership with a two-track design/build plan.

Leadership

- Served as informal lead of a 3-5 person design/development team: selected BrowserStack as the team's cross-browser/device testing standard, trained the team on it, directed technical QA, and resolved build blockers across concurrent client projects.
- Proposed process improvements adopted into department SOPs; led the department's feedback discussions in client meetings; presented department work at monthly cross-departmental meetings with the paid media and SEO teams; ran a weekly team knowledge-share.

FDI Creative Services | Houston, TX

Jan 2015 – Sep 2025

Progressed from Intern to Senior CMS Web Developer, supporting an estimated 1,500+ site client portfolio.

Key Accomplishments

- Built an estimated 500+ client websites, primarily on Joomla (T3 and Helix frameworks) and WordPress, turning each designer-provided homepage template into a complete site and designing the inner-page layouts to match.
- Provided daily technical support and maintenance across the portfolio, applying accessibility best practices across builds: color contrast, alt text, semantic headings, keyboard navigation, and form labels.

Selected Projects

- Cal-Mil Plastics: large custom e-commerce build with thousands of products and multiple images each; MySQL queries for database modifications and joins.
- Network Securitas: migrated 18,000+ blog posts from WordPress to Joomla.
- Juice Goose: rebuilt the site from WordPress to Joomla with design upgrades, a new e-commerce platform, and interactive sales rep maps.
- WooCommerce to Shopify: built a Shopify store on a customized theme, importing the product catalog from a WooCommerce database and adding mega menu navigation.
- Lake Conroe Fishing Adventures: rebuilt a hacked site from scratch on a tight turnaround and cleared it from antivirus and browser blacklists.

Senior CMS Web Developer

Feb 2021 – Sep 2025

- Designed, built, and maintained client websites on Joomla and WordPress, extending them with JavaScript and PHP.
- Managed back-end site structures, including database and server integration.
- Planned sites around budget, performance, and accessibility and privacy requirements.
- Wrote website specifications and technical documentation, including user manuals, testing protocols, and reports.
- Coordinated internal teams and third-party vendors to deliver web projects on schedule.

Junior CMS Web Developer

Jun 2019 – Feb 2021

- Developed and documented test routines to validate cross-browser and cross-device compatibility.
- Documented technical factors including server load, bandwidth, database performance, and browser/device compatibility.
- Applied design and UX best practices across individual web projects.

CMS Web Developer

Apr 2017 – Jun 2019

- Created and modified PHP, XML, JSON, and JavaScript files; installed SSL certificates.
- Resolved hosting and server issues with network personnel and hosting providers.
- Integrated Google Analytics, submitted sitemaps to Google Search Console, and generated SEMrush reports for client sites.
- Built sitemaps, application models, and page templates aligned to project goals.
- Collaborated with designers, copywriters, and account managers to build high-performance client sites.

Web Designer

Jan 2016 – Apr 2017

- Designed custom websites and converted designs, mockups, and wireframes into responsive, cross-browser websites.
- Optimized sites for performance and mobile responsiveness.

Intern, Web Design

Jan 2015 – Jan 2016

CERTIFICATIONS

Klaviyo Developer Certificate | Klaviyo | Jan 2026

Google Tag Manager Training Course | Udemy | Feb 2026

EDUCATION

Bachelor of Fine Arts, Multimedia Design and Development | DeVry University, Houston, TX | Dec 2015

Associate of Applied Science, Web Graphic Design | DeVry University, Houston, TX | Apr 2014