

Emily Sims

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SUMMARY

Web developer with 11+ years of experience building and maintaining CMS-driven websites, from front-end implementation to CMS architecture and integrations work. Most recently built and maintained client web stacks at a full-service digital marketing agency, including a reusable bot-protection architecture, marketing automation, and AI-assisted tooling, connecting sites to the systems businesses actually run on, while informally leading and mentoring a cross-functional team through hands-on training and knowledge-sharing.

CORE SKILLS

Frontend & CMS: Webflow, WordPress/WooCommerce, Shopify (Liquid), Joomla, HTML5, CSS3/SASS/LESS, Bootstrap, Flexbox/Grid, JavaScript (extension & troubleshooting), PHP

Integrations & Automation: Google Tag Manager, GA4, CallRail, Cloudflare, Zapier, Meta Pixel, Stripe, Klaviyo, Mailchimp, HubSpot

Data & Backend: MySQL, phpMyAdmin, JSON, XML

Tools & Platforms: Figma, Chrome DevTools, BrowserStack, Claude & Claude Code, ChatGPT

PROFESSIONAL EXPERIENCE

Web Integrations Specialist | Geek Powered Studios | Nov 2025 – Jun 2026

- Designed and developed responsive marketing websites in Webflow and WordPress/WooCommerce, including CMS-driven PPC landing page templates with 52-field schemas.
- Built and customized Shopify stores end-to-end, including theme development and Liquid template customization to match client brand and functionality requirements.
- Implemented and troubleshoot tracking and conversion integrations across GTM, GA4, CallRail, and Meta Pixel; designed a reusable Cloudflare Turnstile bot-protection architecture (server-side token verification, tag orchestration, conditional form loading) deployed across multiple client sites.
- Directed development of an interactive acquisitions map for a client site (Mapbox GL + Chart.js), architecting cascading filters (year, transaction size, view mode) that stay in sync across the map, chart, and a sortable data table sourced from paginated CMS data; iterated the build across multiple AI-assisted development cycles and diagnosed a stale-closure bug causing incomplete filtering.
- Built and maintained multi-step Zapier automations across varied business processes, including form-to-CRM/calendar/SMS routing with a self-cleaning test-data workflow spanning three platforms, among other custom workflows.
- Developed custom automation scripts beyond no-code tools, including a Google Apps Script that extracted SEMrush report data into Google Sheets and a workflow that added/tagged email subscribers based on contact-info updates in a Google Sheet.
- Extended site functionality using JavaScript, custom PHP/WPCode snippets, and AI-assisted development tools (Claude Code); diagnosed and documented a Safari ITP compatibility issue affecting form security site-wide.
- Served as de facto lead for a 3-5 person design/development team; established BrowserStack as the team's cross-browser/device testing standard and trained the team on its use, directing technical QA and resolving build blockers across concurrent client engagements.
- Proposed process improvements adopted into department SOPs; led client-facing feedback discussions for the department and presented department work company-wide in monthly cross-departmental meetings; ran a weekly internal knowledge-share to build team skills and cohesion.

FDI Creative Services | Houston, TX | Jan 2015 – Sep 2025

- Implemented a project management procedure that increased revenue by roughly \$15,000 monthly.
- Reduced companywide hosting costs by 25% by consolidating hundreds of hosting accounts into a single provider.
- Supported a client portfolio of 1,500+ sites with daily technical support and project maintenance.

Senior CMS Web Developer | Feb 2021 – Sep 2025

- Designed, built, and maintained client websites using JavaScript, PHP, and CMS platforms including Joomla and WordPress.
- Implemented and managed back-end site structures, including database and server integration.

- Incorporated technical considerations into website design plans, including budgets, equipment, performance requirements, and accessibility/privacy compliance.
- Coordinated internal resources and third-party vendors to ensure on-time, flawless execution of web development projects.
- Provided clear, detailed website specifications covering features, software, communication protocols, and platform requirements.
- Wrote and edited technical documentation for digital interface products, including user manuals, testing protocols, and reports.

Junior CMS Web Developer | Jun 2019 – Feb 2021

- Researched and applied design and UX solutions across individual web development projects.
- Documented technical factors such as server load, bandwidth, database performance, and browser/device compatibility.
- Developed and documented test routines and schedules to validate cross-browser and cross-device compatibility.
- Wrote supporting code for web applications and client sites.
- Analyzed operational data to evaluate and optimize workflows and processes.
- Maintained current knowledge of web technologies and practices through continuing education and professional development.

CMS Web Developer | Apr 2017 – Jun 2019

- Communicated with network personnel and hosting agencies to resolve hardware and software issues affecting client sites.
- Performed website testing according to planned schedules and after every site or product revision.
- Used Google Analytics, Google Tag Manager, and SEMrush to support SEO strategy and reporting.
- Created and modified PHP, XML, JSON, and JavaScript files; installed SSL certificates.
- Developed sitemaps, application models, and page templates aligned to project goals and industry standards.
- Collaborated with designers, copywriters, and account managers to build high-performance, visually compelling client sites.

Web Designer | Jan 2016 – Apr 2017

Intern – Web Design | Jan 2015 – Jan 2016

CERTIFICATIONS

- **Klaviyo Developer Certificate** | Klaviyo | Jan 2026
- **Google Tag Manager (GTM) Training Course – From Zero to Hero** | Udemy | Feb 2026

EDUCATION

DeVry University — Houston, TX

Bachelor of Fine Arts, Multimedia Design and Development — December 2015

Associate of Applied Science, Web Graphic Design — April 2014