

GREGORY AKERMAN

Senior WordPress Developer | Full-Stack Web Engineer

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Selected work: [LA County Public Works](#) · [EpochIT.com](#) · [UltraLifePeptides.com](#) · [DCMouthguards.com](#) · [Phyn.com](#) · [AllStarSmogRepair.com](#) · [WestLakeFinancial.com](#) · [LoanCenter.com](#) · [MidWayLeasing.com](#) · [KnightInsuranceGroup.com](#)

PROFESSIONAL SUMMARY

Full-stack web developer specializing in **WordPress** and **Shopify** development, with a decade of experience building high-performance, scalable ecommerce and business websites. Deep expertise in **custom WordPress theme development**, **Gutenberg block development**, custom plugins, and Advanced Custom Fields (ACF), complemented by Shopify theme customization, Liquid, and conversion-focused storefront work. Proficient in PHP, JavaScript, React, and modern build tooling (Webpack, NPM, Yarn), with a focus on clean architecture, SEO, accessibility (ADA/W3C), responsive design, and performance optimization.

EXPERIENCE

Los Angeles County Public Works

Los Angeles, CA

Senior WordPress Developer

09/2024 – Present

- Develop and maintain **custom WordPress themes** from the ground up, applying modern architecture and development best practices.
- Build and optimize front-end pipelines with **Webpack, NPM, and Yarn** for efficient asset compilation and dependency management.
- Create custom **Gutenberg blocks** and dynamic templates that enable flexible, scalable content management for editorial teams.
- Lead the design, development, and maintenance of department websites, ensuring performance, scalability, and full **ADA compliance**.
- Implement performance optimizations—caching, code splitting, and asset optimization—to reduce load times across all sites.
- Ensure accessibility and multilingual support across a portfolio of public-facing sites serving diverse audiences.
- Monitor site health, security, and uptime, proactively resolving issues before they impact users.
- Partner with cross-functional teams and provide internal guidance on content publishing, SEO, and workflows.

UltraLife Peptides

Remote

WordPress Developer (Client)

06/2026 – Present

- Built and configured a WordPress **affiliate marketing program**, implementing affiliate plugins to manage referral tracking, commission structures, and partner payouts.
- Customized affiliate plugin functionality with PHP hooks and filters to support tiered commissions, custom payout rules, and conditional referral logic.
- Developed affiliate registration flows, partner dashboards, and referral-link tracking to streamline partner onboarding and management.
- Integrated affiliate tracking with the storefront to accurately attribute sales and automate commission calculations.
- Maintained and extended site functionality with PHP, JavaScript, HTML, and CSS to support ongoing marketing and product needs.

Epoch IT

Remote

WordPress & SEO Developer (Client)

06/2025 – Present

- Integrated **HubSpot CRM** with WordPress for seamless lead capture and automated marketing workflows, improving lead conversion tracking by **30%**.
- Executed on-page **SEO strategies**—metadata optimization, internal linking, and schema markup—that boosted organic visibility and improved keyword rankings.
- Performed technical SEO audits with **SEMrush and Wincher**, resolving site speed, indexing, and crawl issues to increase site health scores by **25%**.
- Implemented a link-building strategy of press releases and authoritative backlinks, contributing to a **20% increase in domain authority**.
- Designed and deployed blog and news sections, optimizing content structures for SEO and audience engagement.
- Developed and maintained site functionality with HTML, CSS, PHP, and SQL, improving responsiveness and reducing load times.
- Collaborated with marketing teams to publish and optimize content campaigns, enhancing visibility across multiple channels.

Damage Control Mouthguards

Remote

Shopify Developer (Client)

09/2024 – 06/2026

- Develop and customize Shopify themes to improve storefront functionality, responsiveness, and overall user experience.
- Build custom **Shopify UI Extensions** that enhance storefront and checkout experiences with tailored functionality.
- Support **Shopify POS** setup and customization, streamlining in-store operations and the retail checkout workflow.
- Develop and modify **Liquid** templates, sections, and snippets to support custom ecommerce features and page layouts.
- Integrate and optimize **Klaviyo** email marketing workflows, signup forms, and automated engagement campaigns.
- Configure affiliate marketing integrations to support influencer partnerships and referral tracking.
- Implement **SC Product Options** for advanced product customization and conditional option selection.
- Drive conversion-focused enhancements, including product-page improvements, UX updates, and mobile optimization.

Wick

Remote

Lead React Native Developer

01/2024 – 09/2024

- Architected a scalable global state management solution with **Redux Toolkit**, centralizing user sessions, preferences, and complex UI state for improved predictability and easier debugging.
- Optimized performance with memoized selectors (Reselect), reducing unnecessary re-renders by **20%** in data-heavy views.
- Led a team of three React Native developers, introducing a code review process and Agile workflows that cut the bug rate by **35%** and increased development velocity by **25%**.
- Mentored the team on AWS, GraphQL, and TypeScript best practices, improving code quality by **30%** and reducing complexity by **25%**.
- Built a cross-platform mobile app with **React Native and Expo**, delivering a consistent iOS/Android experience with a 95% satisfaction rating in user testing.
- Implemented a D3-based charting library in **Next.js** to visualize stock prices, enabling data-driven decisions for users.
- Engineered an **Express/Node.js** backend that reduced data-retrieval time by 25% and improved server performance by 10%.
- Adopted React Query for server-state management, improving predictability and cutting development time by 15%.
- Built cloud infrastructure on **Microsoft Azure** (App Services, Functions, Cosmos DB) with CI/CD pipelines in Azure DevOps for automated testing and streamlined deployments.

International Economic Justice League

Remote

WordPress Developer

10/2023 – 04/2024

- Built WordPress solutions on the **Sage starter theme** alongside internal job-listing and management systems, improving performance and user experience.
- Leveraged modern build tools (**Webpack, NPM, Yarn**) to streamline workflows, improve maintainability, and standardize front-end architecture.
- Customized and extended WordPress themes and plugins to client specifications, achieving a **95% client satisfaction rate**.
- Developed a WordPress-powered **Job Listing Management System**, increasing site traffic by 15% and user engagement by 20%.
- Engineered a W3C-compliant **Learning Management System** in JavaScript, PHP, HTML5, and CSS3, boosting engagement by 25% and reducing course completion time by 10%.
- Integrated WordPress with **ReactJS** to deliver scalable, polished interfaces that increased conversion rates by 10%.
- Implemented responsive, cross-browser front-end architecture that improved mobile traffic by 15%.
- Performed ongoing maintenance, troubleshooting, and debugging, achieving **99% uptime** and reducing downtime by 50%.
- Led performance initiatives (caching, asset optimization, code splitting) that cut page load times by 20%.

Akerman Media

Los Angeles, CA

Web & Mobile App Developer

10/2019 – 10/2023

- Built a comprehensive website for **All Star Smog Repair** using WordPress, the Sage starter theme, JavaScript, HTML, and CSS with modern build tooling—driving a 15% traffic increase and a 10% rise in customer inquiries.
- Built a Shopify store for a vitamins company, including **Liquid theme development, POS, and UI Extensions**.
- Developed ReactJS dashboards with **Next.js, TypeScript, and GraphQL** for Nuvve Holding Corp, enabling bi-directional electric-fleet charging—cutting operating costs by 10% and increasing revenue by 5%.
- Migrated a monorepo architecture into a scalable WordPress-based CMS for Regal Assets, decreasing page load times by 20% and increasing engagement by 5%.
- Built and maintained custom WordPress themes and plugins aligned with **W3C accessibility and responsive design standards**, achieving 99% uptime and reducing downtime by 50%.
- Translated business requirements into effective WordPress solutions for Regal Assets, achieving a 95% client satisfaction rate.
- Conducted website audits and implemented performance, SEO, and security improvements, lifting search rankings by 15% and reducing vulnerabilities by 20%.

Phyn, LLC

Los Angeles, CA

Web & Mobile App Developer

10/2016 – 10/2019

- Spearheaded development of **Phyn.com**, architecting a custom admin section with ReactJS, Next.js, and GraphQL for multilingual content creation—increasing traffic by 15% and engagement by 10%.
- Architected the Shopify ecommerce section of Phyn.com using the **Shopify API, Checkout, and Liquid**, driving a 20% increase in online sales.
- Contributed to Phyn's commercial **React Native app**, implementing and maintaining Redux state containers for user sessions, device data, and settings—supporting a 95% positive app store rating.
- Led email marketing campaigns with **Mailchimp**, increasing open rates by 15% and click-through rates by 10%.
- Developed a custom **Salesforce Service Cloud** integration, reducing support response time by 10% and increasing customer satisfaction by 5%.
- Launched a pilot ReactJS app for early product testing, generating valuable user feedback and product improvements.
- Helped grow the company from four to over forty employees, contributing to a strong, collaborative team culture.

Doner Media

Playa Vista, CA

WordPress Developer

05/2016 – 08/2016

- Led development of a responsive **Backbone.js** web application (HTML, CSS3, JavaScript, jQuery, NPM), increasing user engagement by 20% and reducing page load times by 15%.
- Identified and resolved a critical database query bottleneck, improving data-retrieval speed by 30%.
- Implemented automated testing procedures, reducing bug-detection time by 25% and improving codebase stability.
- Mentored junior developers on front-end best practices, fostering a collaborative team environment.

The Agency RE

Web Developer

Beverly Hills, CA

04/2016 – 06/2016

- Developed a custom CRM with **React.js** and **Node.js**, streamlining lead management and increasing agent productivity by 15%.
- Designed and launched a responsive website for a luxury property development, increasing traffic by 20% and qualified leads by 10%.
- Collaborated with marketing to create interactive virtual tours, contributing to a 10% increase in property showings.

NowCom Corporation

WordPress Engineer

Los Angeles, CA

06/2015 – 01/2016

- Collaborated with developers, designers, UX specialists, and SEO/SEM experts to build and maintain the front end of **Hankey Group** corporate websites.
- Built fully responsive sites with HTML, CSS3, JavaScript, and jQuery on an IIS server with clean PHP and MySQL, increasing traffic by 15% and engagement by 10%.
- Built sites from the ground up using HTML5, CSS3, JavaScript, jQuery, LESS, SASS, PHP, and MySQL, producing clean, well-documented, reusable code.
- Used **Azure Monitor** and **Application Insights** for real-time diagnostics, reducing system downtime by 30%.

Silver Discount Properties

WordPress Developer, Designer & Web Marketing

Los Angeles, CA

01/2008 – 11/2012

- Planned, built, launched, and managed company websites with a strong emphasis on user-centered design, usability standards, and human-factors testing.
- Marketed websites through SEO, pay-per-click advertising, and social media marketing.
- Used Google Analytics and Webmaster Tools to track search rankings and guide new content creation.

EDUCATION

General Assembly

Web Development Immersive Program — Certificate

Santa Monica, CA

09/2014 – 12/2014

Santa Monica Community College

Associate of Arts, Political Science

Santa Monica, CA

09/2006 – 06/2008

SKILLS

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|----------------------------|---------------------------|----------------------------|------------------------|
| • WordPress | • Shopify & Liquid | • Custom Theme Development | • Gutenberg / ACF |
| • PHP | • JavaScript | • TypeScript | • React / React Native |
| • Next.js | • GraphQL | • HTML5 / CSS3 | • Node.js / Express |
| • Webpack | • NPM / Yarn | • AWS / Azure | • HubSpot CRM |
| • Shopify UI Extensions | • Technical SEO (SEMrush) | • ADA / W3C Accessibility | • Responsive Design |
| • Performance Optimization | | | |