

# peter rutkowski

Hood River, Oregon

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## PROFILE

Dynamic full-stack WordPress developer with over 15 years of proven expertise in project development, management, and client relations.

## EDUCATION

**Master of Landscape Architecture**, University of Oregon May 2012  
**Interactive Media Design and Development**, George Washington University March 2020  
**Bachelor of Business Administration**, James Madison University May 1996

## SKILL SET

Full Stack Development	■■■■■	ADA Compliance	■■■■■
WordPress Gutenberg	■■■■■	API Integration	■■■■■
PHP	■■■■■	MySQL	■■■■■
CSS/SASS	■■■■■	Git/SSH	■■■■■
Javascript/jQuery/React	■■■■■	Graphic Editing/Design	■■■■■

## EXPERIENCE

### Senior Web Developer • Pure Red (Formerly Haddad & Partners), 2022 - Present

- Collaborate with clients and designers to transform project concepts into live applications, addressing complex development and functionality challenges throughout the process
- Engineer custom front-end and back-end code for themes, custom post types, and Gutenberg blocks on the WordPress platform
- Establish best practices for web development coding and standardized procedures for file and server maintenance
- Mentor junior developers, fostering skill development and creating pathways into the tech field for underrepresented groups, including women and people of color
- Strategically plan and execute seamless data migrations from legacy CMS platforms to WordPress, leveraging Advanced Custom Fields (ACF) for enhanced functionality and customization
- Ensure WCAG compliance in site development by implementing accessibility best practices, conducting thorough audits, and optimizing website features to provide an inclusive user experience for individuals with disabilities
- Transform designs from Figma, Sketch, Photoshop, etc into responsive WordPress themes
- Deliver ongoing maintenance and act as the primary point of contact for high-priority clients, ensuring prompt support and exceptional service
- Craft responses to RFPs and actively participate in pitches, contributing to the acquisition of over \$300k in contracts

### Web Developer & Project Manager • Red Edge, 2020-2022

- Full-stack web development with a primary focus on the WordPress platform
- Project manager tasked with estimating project scope, developing web project proposals, and overseeing development timelines
- Instrumental in securing the company's largest web contract in 2021
- Developed both front-end and back-end code for custom WordPress themes utilizing the Twig/Timber framework

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EMPLOYMENT  
HISTORY

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**Web Developer & Project Manager** • *Red Edge, 2020-2022*

- Conducted wireframing and collaborated closely with designers to enhance UI/UX
- Created custom Gutenberg blocks, shortcodes, and WordPress plugins to extend functionality
- Integrated third-party APIs to facilitate cross-platform data sharing
- Provided support for legacy Drupal and Angular.js websites, ensuring continued functionality and performance

**Web Developer & Project Manager** • *FINN Partners (formerly Greenfield/Belser), 2007-2020*

- Supervised a team of web programmers to develop dynamic and engaging websites for private, public, and non-profit organizations
- Served as the lead developer for the Small Business marketing unit, overseeing front-end and back-end website development projects and maintaining existing contracts
- Managed site testing and deployment across various hosting services to ensure optimal performance
- Acted as the technical point of contact for all client-facing web issues, providing solutions and support
- Served as the lead web developer for a design agency, driving project success and innovation
- Developed front-end and back-end code for both a proprietary CMS and WordPress-based websites
- Acted as the primary point of contact for all web-related issues, ensuring timely and effective communication
- Contributed to proposal writing, cost estimation, and the development of marketing campaigns for new product concepts and designs for clients
- Provided comprehensive software training and traveled nationwide to client offices for hands-on instruction
- Implemented a new bug reporting system that resulted in a 50% reduction in response and resolution times for client IT issues
- Created a training curriculum and associated print materials, later integrated into an online training/help platform, minimizing the need for direct help lines and reducing overhead costs

**Director of Technical Services** • *Berman and Company, 2001-2007*

- Recognized as a top-ranked employee and project lead for all corporate and client websites, achieving a 100% on-time delivery record
- Led a small team of graphic designers and programmers in creating online and print marketing materials for lobbying and public opinion campaigns
- Oversaw SQL database design and construction, as well as server management to ensure optimal performance
- Managed hardware procurement and maintenance scheduling for a 30-person office, streamlining operations
- Utilized a FOIA data request for 1.5 million financial transaction records to develop data gathering and analysis techniques that uncovered union corruption, resulting in an additional \$2 million in business contracts and coverage in the *Wall Street Journal*

PORTFOLIO  
SAMPLES

Select examples of past projects, along with detailed description of my role in the project and the technologies used are available on my website <https://thehorizonline.com>