Mac@MacMcMeans.com **William "Mac" McMeans** *Columbus, Ohio*

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WORDPRESS SYSTEMS ENGINEER

Ethical, meticulous, cross-disciplined software engineer with diverse industrial and cultural exposure has 26 years of experience (including 12 years of WordPress CMS experience and 11 years remote work) using semantic HTML5, CSS3, Bootstrap5, jQuery3, Vanilla JavaScript, AJAX, JSON-LD Schema and SEO to design mobile-first, responsive interfaces and cross-browser UX; and PHP8 and MySQL/PDO to create secure data stores and REST APIs in IIS, Apache, NGINX and OpenLiteSpeed webserver environments hosted on Azure and cPanel platforms.

Carollo Engineers (Carollo.com) — February 2023 – Present
Systems Administrator (remote) — ***Walnut Creek, California***

Deliver bespoke WordPress systems engineering support to the largest, internationally recognized, clean water maker in America.

• Oversee all operational requirements, readiness, and security posture of corporate website running in three (3) environments (TEST, DEV and PROD) via custom theme, interfaced by Cloudflare and operating on Azure platform running Debian Linux web app containers using NGINX servers.
• Establish policy and procedures for all CMS functional areas, including user management; configuration management; audits and logging; disaster recovery; and security hardening by cultivating user awareness, management support and stakeholder buy-in.
• Represent the company to third-party vendors and agencies while communicating value to internal customers and ensuring quality of deliverables.
• Audit CMS for expired accounts, abnormal user activity, hacking attempts, insecure and outdated plugins, outdated core and CVE disclosures.
• Document site updates, how-tos, configurations and roadmaps in SharePoint for collaboration and knowledge sharing.
• Lead weekly status meetings with department heads, customers, vendor account managers and developers by articulating completed work, in-progress efforts, future undertakings, potential risks and specific goals while fostering accuracy, respect, trust and candor among all participants.
• Write Azure startup bash scripts to optimize NGNIX webserver with necessary security headers, redirects and file protection.
• Analyze and mitigate excessive firewall traffic, enforce password complexity, prohibit breached credentials, and curb password reset/login abuse.
• Improve security posture of site infrastructure through aggressive network analysis while providing measurable, cost-effective remediation.

ACCOMPLISHMENTS:

1) Migrated sites from IIS to Linux with zero downtime
2) Audited vendor's existing custom theme, detected technical insufficiencies and oversaw corrections
3) Spearheaded efforts to fix DNSSEC issues ensuring safety and compliance through CloudFlare, Azure and all CMS instances
4) Ensured the implementation of all network performance and security upgrades in support of HTTP/3, QUIC, TLS 1.3 and HSTS

Texas Higher Education Coordinating Board (www.HigherEd.Texas.gov) — October 2022 – September 2023
Senior Application Architect (remote) — ***Austin, Texas***

Applied industry best practices to bolster the world's eighth largest economy in support of the Texas Commissioner of Higher Education.

• Specified, discovered and fulfilled requirements for legacy data silos and THECB State Agency WordPress multi-site.
• Performed analysis, maintenance and security hardening for CMS instances running on Azure platform using IIS and NGINX servers.
• Updated 7 WordPress sites using CSS3 and Bootstrap5; and created interactive elements using jQuery3 and Vanilla JavaScript animation.
• Integrated REST APIs for JSON data exchange between legacy systems and modern applications.
• Developed secure, complex forms for internal data collection using front-end (JS) and back-end validation (PHP).
• Created and consumed web services for seamless data integration and automation.
• Provided training and documentation support for compliance audits and OWASP pen testing.

Campus Crusade for Christ International (CRU.org) — April 2022 – June 2022
WordPress Consultant (remote) — ***Orlando, Florida***

Provided full stack engineering support to the corporate enterprise WordPress CMS of the leading U.S. evangelical organization.

• Updated corporate WordPress site (2.2 million annual page views) and microsites running in a multi-site configuration via local Docker repository deployed to AWS and secured via Okta, using LOCAL and DEV environments.
• Tracked project tasks in Asana, communicated over Slack, responded to Help Scout tickets and managed source code with Git.
• Styled pages and elements using CSS3 to enhance user experience (UX/UI).
• Integrated various APIs to enhance site functionality; and consumed web services for data synchronization.
• Created bespoke form elements for complex user interaction and appearance satisfying WCAG compliance.
• Employed JavaScript to implement dynamic in-context content and just-in-time data validation, and to anticipate expected user interaction.

Chase Bank (Chase.com) — October 2021 – January 2022
Front End Developer (hybrid) — ***Columbus, Ohio***

Modernized customer web portal for the consumer banking division of the largest bank in the world.

• Enhanced functionality by creating views, controllers and mocks in LOCAL environment running BlueJS (Ractive JS MVC application).
• Styled objects using Chase Manhattan Design System (MDS).
• Prepped Ractive JS objects and logic for modernization conversion to Octagon (custom ReactJS).
• Updated external customer interface forms with CSS3 and JavaScript providing clarity, functionality and security.

WorldStrides (WorldStrides.com) **June 2021 – September 2021**
WordPress Developer (remote) ***Charlottesville, Virginia***

Boosted operational security of the enterprise-level WordPress CMS for a global leader of accredited, educational student travel.

• Provided full-stack support of corporate site (4.1 million annual page views, $400 million annual sales) and 2 microsites via LOCAL, DEV, QA and PROD environments using SSH, WP CLI, bash scripts, PHP7/MySQL, jQuery3, Bootstrap4, ES10, CSS3, SASS, HTML5 APIs, Custom Fields (ACF/CMB2) and the underscores theme running on Apache and Azure VM accounts while participating in sprints, retrospectives, demos and scrums.
• Enforced source control in Azure repos, deployed updates over CI/CD pipelines, monitored issues in JIRA and communicated over Teams.
• Ensured service reliability by auditing CMS for expired accounts, abnormal user activity, insecure plugins, outdated core and reported vulnerabilities.
• Mentored offshore team by fostering group cohesion; observing core team hours; and providing instruction, feedback, guidance and encouragement.

Prism Cipher (PrismCipher.com) **January 2021 – June 2021**
Cryptographer (remote) ***Columbus, Ohio***

Created private key cryptosystem protecting the traffic of the top three email service providers, deployed as a Chrome extension.

• Published security service layer performing on-demand, in-browser encryption on per message basis securing user data transiting through Gmail, Yahoo email and Outlook using symmetric cryptography and secret keys composed of 283,000 assigned Unicode codepoints (full Unicode 13.0).

GAIN Capital (StoneX.com) **February 2019 – January 2021**
Software Engineer (remote) ***Powell, Ohio***

Provided engineering and UI design support to the wholesale brokerage division of GAIN Capital, its clients and trading platforms.

• Maintained local/staging/production environments of 4 financial WordPress sites (DanielsTrading.com, TopThird.com. FuturesOnline.com and GainFutures.com) using Docker, Composer, Git Bash, WP CLI, shell scripts, XML/SOAP/JSON, PHP7, MariaDB5, jQuery3, Bootstrap4, ES10, CSS3, SASS, GruntJS, HTML5 APIs, Advanced Custom Fields (ACF), Gravity Forms and the Genesis theme running on Apache server cPanel accounts with both private and commercial hosting providers.
• Kept source control in BitBucket, Azure and Git; tracked issues in JIRA; communicated over Slack and Teams; and collaborated using Confluence.
• Monitored SEO marketing strategies with MOZ Pro, SEMrush and Google Analytics against HubSpot landing pages.

Homee (Homee.com) **July 2018 – January 2019**
Senior Software Engineer (remote) ***Tampa, Florida***

Supported Series A startup creating a national, on-demand property maintenance, claims management and home services platform.

• Retooled Drupal8 service platform using PHP7, MySQL/PDO, jQuery, ES6, CSS3 and HTML5; connected APIs and verified endpoints using Postman.
• Developed in VirtualBox and Vagrant on MAMP stack using Github source control, Slack communications and YouTrack project management.

Passphrase Life (Passphrase.Life) **January 2017 – July 2018**
Front End Engineer (remote) ***Columbus, Ohio***

Launched secure, self-directed audit and analysis service for online credentials.

• Calculated password vulnerability and survival times in offline attacks against various assailants (hackers, supercomputers and The NSA).
• Measured passphrase strength in realtime per keystroke assessing entropy, character set topology, grapheme count and hashcat cracking patterns.
• Created DOM virtual keyboards providing 8 alternate layouts supporting 75 foreign languages, emoji and all Unicode graphemes.
• Performed risk analysis by researching password creation techniques, user psychology, enterprise security policies and threat assessment models.

SANTA Monica Pub Crawl (SantaMonicaPubCrawler.com) **November 2017 – December 2017**
Mobile WordPress Designer (remote) ***Santa Monica, California***

Developed 55-page mobile WordPress web app for PR boutique, for 3rd straight year, supporting the largest charity crawl on the West Coast.

• Designed mobile app showing venues, routes, times, sponsors and special offers to support the 9th annual holiday charity event.
• Defined mobile UX using jQuery and CSS3 to provide menu navigation, page title breadcrumbs, venue branding and price lists.

National Sign Systems (NationalSignSystems.com) **September 2017 – November 2017**
WordPress Developer (agency) ***Hilliard, Ohio***

Implemented 40-page corporate WordPress site for agency client.

• Utilized PSDs and wireframes for consistent UX of mobile-first, responsive layout using Bootstrap and jQuery.
• Created admin interface allowing client to non-destructively edit intricate page layouts using Custom Fields, shortcodes and PHP templates.
• Developed CSS3 and Vanilla JS to sync HTML5 background video to page slides, collapse dropdown menus per window height, anchor menu navigation blocks to logical screen width, display nested menu breadcrumbs; and animate menu appearance, footer navigation and mobile menus.
• Responded daily to questions and concerns earning customer confidence with helpful insights, explanations and warm professional demeanor.

ALVEO Health (AlveoHealth.com) **November 2016 – December 2016**
Independent UX Design Consultant (remote) ***Cincinnati, Ohio***

Executed 100% reface of customer portal using new branding for healthcare claims clearinghouse in role requiring HIPAA data protection.

• Overhauled function and appearance of login screen and authenticated menu system using responsive layout in ASP.NET MVC environment.
• Applied custom JavaScript and CSS3 styling for ASP.NET application web templates to create fixed menus, display menu item hierarchy, cue menu state and user intent, and dynamically position subpages.
• Developed remotely using RDC/VPN and SFTP, tracked progress in Asana, communicated over Slack and managed source code with TFS.

Trivantis (elbLearning.com) **June 2013 – September 2016**
Front End WordPress Developer (remote) ***Cincinnati, Ohio***

Excelled in fast-paced marketing environment implementing and tracking brand presence for elearning software maker.

• Maintained 12,000-page corporate site, 4000-page BuddyPress community, 500-page blog, 40-item WooCommerce store, and 8 Chinese-language international product sites using HTML5, CSS3, Bootstrap, PHP, jQuery and Vanilla JavaScript in a custom-themed WordPress environment.
• Tracked CTR and raw input on lead generation forms, capturing and pushing visitor data from Google AdWords through Marketo to NetSuite.
• Performed PSD to HTML slicing for pixel-perfect layout on LAMP/MAMP stacks and VM Windows environment running under OS X.
• Created email templates using HTML tables layout for maximum client compatibility while testing with Litmus.
• Forged custom booking interface for webinars that 1) merged published schedules with on-demand requests, 2) let visitors reserve seats, 3) notified trainers and presenters of registrations, and 4) captured step-by-step lead data using AJAX/PHP5/cURL and the LogMeIn API.
• In 11 months, transitioned to remote team by demonstrating superior communication skills, enthusiasm, timeliness, and exemplary customer service.

Rupert For Senate Candidate Committee **August 2010 – November 2016**
Technical Director (campaign staff) ***Mechanicsburg, Ohio***

Managed legal, technical and marketing strategies for 2012 - 2016 political campaigns of independent, grassroots citizen-statesman.

• Reported directly to US Senate candidate certifying all marketing and publishing operations with FEC regulations.
• Liaised with Secretary of State to ensure regulatory compliance with donor registrations, and all financial and advertising activities.
• Produced video (scripting, blocking, shooting and editing) for web and television broadcast using Vegas NLE.
• Tailored WordPress SEO strategies promoting candidate name recognition achieving Page 1 SERP, above-the-fold, for organic Google searches.

BAE Systems Information Technology **December 1998 – August 2010**
Programmer / Analyst (USAF contractor) ***Dayton, Ohio***

Developed AMJAMS web app using Oracle tools for U.S. Air Force Legal Operations Agency (AFLOA).

• Designed web reports using MS Word, OLE automation, Oracle ReportBuilder and PL/SQL stored procedures, functions and packages for Oracle 11.
• Established Document Management System providing automation processing, protected data entry and secure storage.
• Provided face-to-face customer service in a role requiring Tier 1 (T1), formerly National Agency Check and Inquiries (NACI) background investigation.