

BRIAN MCCARRIE

Senior Web Developer | Wordpress, PHP, Javascript, HTML, CSS and MySQL

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SUMMARY:

Senior Web Developer with 10+ years of experience in developing custom web solutions using PHP, Javascript, HTML, CSS and popular content management systems like Wordpress and Drupal. Experience leading teams of developers to complete complex web and mobile projects. Expertise in modern web development techniques and strategies, with a proven track record of effectively implementing UI/UX and SEO best practices to increase site traffic, increase user engagement and ultimately, increase sales. Also well versed in digital marketing strategies and the use of Hubspot to effectively communicate with existing audiences and gain new users.

SKILLS:

- PHP
- Javascript
- HTML
- CSS
- Wordpress
- Drupal
- React
- UI/UX
- SEO
- Lead Generation
- Email Marketing
- Social Marketing

EXPERIENCE:

Marketing Manager

Space Foundation, Colorado Springs, CO | July 2024 – Present

- Lead a team of 3 digital marketing professionals in the creation of marketing campaigns and development of program materials with the goal of expanding audiences and increasing user engagement.
- Develop the website and marketing materials for the annual Space Symposium with a world wide audience of over 12,000 attendees and exhibitors.
- Develop lead generation and marketing campaign for The Space Report, a membership website that employs the Freemium Content model.
- Develop program and course materials for the Space Commerce Institute, a program that focuses on Space Entrepreneurs.

Senior Web Developer/Designer

Space Foundation, Colorado Springs, CO | June 2018 – July 2024

- Led 3 developers in the design and development efforts for all Space Foundation web properties, resulting in increased web traffic and user engagement.
- Build and customize WordPress plugins and themes to achieve the desired display of custom post types and to enable internal teams to better administer content.
- Implemented and integrated with APIs and third party services to improve user experience, streamline updates and increase team productivity.
- Successfully integrated CRM tools (Hubspot and Sendgrid) to track user engagement, resulting in an increase in customer conversions.
- Collaborated with management and cross-functional teams to develop and execute online customer acquisition strategies, driving subscriptions and memberships.
- Mentored and coached non-technical team members, improving their digital tool proficiency and enhancing overall productivity.

Lead Developer

The Gazette, Colorado Springs, CO | February 2017 – June 2018

- Managed a team of 4 developers and contractors, overseeing the creation and maintenance of over 20 WordPress websites.
- Spearheaded custom development projects using Laravel PHP framework and the Smarty template engine, resulting in a streamlined user experience that increased online subscriptions and reduced user errors.
- Redesigned UI and UX for all digital products, resulting in increased user engagement.

Web Designer/Developer

Space Foundation, Colorado Springs, CO | August 2014 – February 2017

- Designed and developed websites using the Drupal CMS and ZURB Foundation.
- Created custom themes and modules to enhance website functionality and user experience, resulting in increased registrations and online subscriptions.
- Developed, managed and executed effective email campaigns for marketing, branding, event promotion, and donation requests.

Web Designer/Developer

Westone Labs Inc., Colorado Springs, CO | May 2011 – August 2014

- Led design, development, and maintenance of all Westone websites, optimizing the customer online experience.
- Created an online visual customization tool that enabled customers to customize products, effectively eliminating errors in the creation of those custom products.
- Managed B2B and B2C email campaigns, leveraging Constant Contact for promotions and sales of music products.
- Successfully migrated and managed the Westone online store from the Drupal platform to the Magento platform.

Education:

Bachelor of Fine Arts (BFA) in Communication Design
Kutztown University, Kutztown, PA