**Casey Boone**

770.864.6827 - [https://caseyrboone.com](https://caseyrboone.com/) - [crboone@hotmail.com](mailto:crboone@hotmail.com)

**Professional Summary**

Versatile Web and WordPress Developer with experience delivering high-performance websites, digital solutions and building/maintaining complex web applications across healthcare, marketing, telecom, and enterprise sectors. Proven expertise in custom WordPress theme and plugin development, RESTful API integration, and performance optimization. Skilled at transforming business requirements into scalable, secure, and user-friendly platforms. Adept in UI/UX best practices, deployment automation, analytics integration, and improving operational efficiency through high-level problem solving, creativity and polished web solutions.

**Core Competencies**

* WordPress Theme & Plugin Development
* API Integration & Custom RESTful Services
* Development (PHP, HTML, Tailwind CSS, SASS, JavaScript, Python, jQuery)
* Performance Optimization & Security Enhancements
* User Experience (UX) & Responsive Web Development
* Agile & Waterfall Development Methodologies

**Work History**

*March 2025 - Present* – ***Freelance Web Developer***, [**Casey Boone**](https://www.caseyrboone.com/)– (Atlanta, GA/Remote)

* Static HTML5/Bootstrap/jQuery site migration to WordPress site using Tailwind CSS (grid, flexbox) and AlpineJS.
* Developed custom [WordPress plugin](https://github.com/caseyrboone/monday.com-api) to integrate Monday.com API, automatically syncing open job postings to careers page.
* Scaffolding for Laravel 10 application with Breeze, Inertia.js, Vue, and PostgreSQL for AI-powered WordPress plugin (in progress).
* Maintain multiple WordPress sites with regular updates, performance improvements, and security enhancements.
* Developed and refined AI models by training them with JavaScript, HTML, and CSS inputs.

*April 2023 - March 2025* – ***Senior WordPress Developer***, [**Atiba**](https://www.atiba.com/)– (Nashville, TN/Remote)

* Development for a secure [web portal for doctors](https://portal.mavenproject.org/) and medical offices to enable mentorship, information sharing, and collaboration. Implemented role-based access, and document sharing features.
* Led development for over 30 custom WordPress sites, enhancing functionality, performance optimization, and plugin solutions.
* Built a [custom portal](https://portal.binghamservicesinc.com/) for a property insurance consulting firm, automating claim processes and improving user experience.
* Created [RESTful API solutions](https://nrrts.org/) to capture course parameters, reducing manual data entry by 30%.
* Enhanced application speed by optimizing data queries and implementing caching strategies.
* Supported development of internal skills-matching application alongside senior developer creating a tool for the marketing team to pair developers with projects.

**Key Achievements:**

* Spearheaded multiple complex projects, including a dynamic [movie listing sidebar](https://www.belcourt.org/) that optimized third-party API feed queries.
* Reduced claim processing time by 40% through automated portal solutions.

*May 2017 - Dec 2022* – ***Senior WordPress Developer***, [**Qiigo**](https://qiigo.com/)– (Roswell, GA/Remote)

* Developed [custom WordPress plugin](https://github.com/caseyrboone/multi-location-vars) to manage site variables implementing PHP sessions, solving persistent cookie-related issues.
* Created an Auto Menu WordPress plugin to dynamically generate navigation menus based on page hierarchy.
* Designed a data capture solution to retrieve [cross-site iframe information](https://github.com/caseyrboone/GTM-cross-domain-v2) and send structured JSON data to Google Tag Manager.
* Automated form data transfers to custom CRM and newsletter services using API integrations.
* Improved page loading speed by 25-50% across client websites through code optimization.
* Integrated GitHub and CircleCI for automated regression testing and [deployment workflows](https://github.com/caseyrboone/massupdate).

**Key Achievements:**

* Enhanced Google Analytics reporting accuracy through [custom GTM scripts](https://github.com/caseyrboone/GTM-cross-domain-v2).
* Developed scalable solutions for high-traffic franchise sites.

*February 2014 - October 2016* – ***Content Delivery Manager***, [**AT&T**](https://www.att.com/) –(Atlanta, GA /Remote)

* Led and delivered daily release projects by integrating HTML, CSS, and JavaScript solutions, consistently meeting tight deadlines and boosting team productivity.
* Managed large-scale content updates using Adobe AEM, Agile and Waterfall, ensuring quality assurance and successful launches.
* Collaborated with cross-functional teams to deploy high-profile projects under tight deadlines.

**Key Achievements:**

* Streamlined content deployment processes, reducing delivery time by 15%.

*April 2010 - April 2013 –* ***Jr. Mobile Developer & Content Manager****,* [**AT&T**](https://www.att.com/) –(Atlanta, GA/Remote)

* Designed and developed interactive models to display the up-to date data plans.
* Coded pages for "AT&T Mobile" as a jQuery and Mobile Developer.
* Worked as a Webmaster developing and maintaining daily release and standalone pages.
* Created the jQuery code to determine the type of mobile device a user is on to deploy the Global Video Player to make it efficient for the mobile device that the video is being delivered on.
* Advanced the GVP base code to detect the Platform and screen sizes of Mobile devices.
* Part of the CXT Development team working with mobile video delivery and other applications.

*May 2008 - November 2009 –* ***Lead Webmaster***, [**Now You Know Inc.**](https://www.nowyouknow.net/) – (Marietta, GA)

* Managed a support system serving over 2,000 clients, overseeing ticketing processes and team workflows.
* Redesigned the company website and developed e-blast solutions for improved email client compatibility.
* Created Flash-based templates and interactive user interfaces.

*February 2007 - May 2008 –* ***Interactive Media Developer***, **Marketing Specifics** – (Kennesaw, GA)

* Designed and developed high-profile interactive media projects and sales center touchscreens.
* Maintained client websites and databases, implementing usability and accessibility standards.

**Education**

**Art Institute of Atlanta**: Interactive Media – *June 2004*

**Skills**

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| --- | --- | --- |
| * WordPress Theme Development * WordPress Plugin Development * WordPress page builders * PHP (WordPress) * MySQL (proficient level) * JavaScript * API Integration * RESTful Services * Python (proficient level) * HTML5 * CSS3 * Bootstrap * Tailwind, grid and flexbox | * JSON * SASS * jQuery * Pantheon * WP Engine * GitHub/ Bitbucket * Git * Docker * CircleCI * Google Tag Manager & API * User Experience (UX) * Responsive Web Design | * Agile * Waterfall * Sitecore 8 * Adobe AEM (CQ5/6) * TeamSite * Lando * Slack * Terminus * Google Analytics * Adobe Creative Cloud * Performance Optimization * React (novice level) |

**Notable Projects**

**Doctor Mentorship Portal:** Built a secure, user-friendly WordPress portal with role-based access control.

**Auto Menu Plugin:** Created a dynamic WordPress plugin generating hierarchical navigation menus.

**Claim Processing Portal:** Automated claim submissions, reducing processing errors by integrating prefilled forms.

**Cross-Site Data Tracking Solution:** Enabled seamless tracking across iframes, improving analytics accuracy for clients.

**CRM Data Integration:** Developed API connections to synchronize form submissions directly with custom CRMs.

**Educational Reporting API Integration:** Optimized RESTful API-based data capture to eliminate redundancy and increase reporting accuracy.

**Profiles**

[**https://www.linkedin.com/in/casey-boone-7aa1246b/**](https://www.linkedin.com/in/casey-boone-7aa1246b/)

**https://github.com/caseyrboone**