Tim McAuliffe

WordPress Designer & Developer + Creative
Problem Solver

Experienced Front End Web Developer, self-proclaimed WordPress guru, and creative
problem solver. Specializing in web, print, and responsive design across various
industries.

Hudson, MA

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Employment history

Senior Manager, Graphic and Web Design
Aug 2019 – Nov 2024

CloudBolt Software

• Lead the web design and development for marketing department.

• Built and maintained a variety of web projects from various internal teams for
CloudBolt's public facing website. Including support for CloudBolt University and
separate Documentation site.

• Developed custom WordPress themes and plugins

• Deployed staging environments for 4 complete website redesigns. Not limited to both
frontend and backend development across production and staging environments,
complete deployment of new database, themes, plugins, etc.

• Performed troubleshooting, testing, and support for public-facing CloudBolt website.

• Implemented and maintained Google Marketing Platform – including Universal
Analytics, GA4, Google Tag Manager (with custom tags and variables), Google Search
Console.

• Implemented and maintained various other marketing platforms including Marketo,
HubSpot, 6sense, Hotjar, Google Optimize, Nelio A/B Testing, Analytify.

• Maintained WPEngine account including staging and production environments.

• Optimized and maintained CloudBolt's website for lightning fast page speeds and
user-experience for both Desktop and Mobile.

• Provides technical guidance to project teams striving to develop optimized, user-
friendly experiences through design.

• Worked closely with third-party agencies to maintain proper SEO across the
CloudBolt website.

• Drew brand awareness by designing and developing a wide range of custom email
templates, landing pages and resource libraries.

• Worked closely with internal marketing team and leadership.

• Heavily utilized skills including Responsive Design, CSS, XHTML, Javascript, jQuery,
PHP, Bootstrap, Themosis, Genesis, Divi, Elementor, Page Builder by Site Origin,
Woocommerce, mySQL and more.

Founder
Jan 2005 – Nov 2024

GUIDE

Provide front end web development and creative design solutions for clients. For
samples of work, please visit: www.guideusa.net

Web Developer / Designer
Aug 2018 – May 2019

Jassby, Inc.

• Development of current version / revamp of Jassby public website

• Creation and redesign of customer-facing marketing emails and app-driven emails

• Working closely with internal UX Designer

Skills

WordPress Development

Google Analytics

Google Search Console

Front End Development

Responsive Design

CSS

XHTML

JavaScript

jQuery

PHP

Bootstrap

Themosis

Genesis

Divi

Elementor

WooCommerce

MySQL

Web Design

Graphic Design

Email Design

SEO

Links

LinkedIn

Portfolio

Web Designer, Marketing Services

LEWIS Global Communications

• Lead the web design and development for marketing department

• Built and maintained a variety of client websites

• Developed custom WordPress themes and plugins

• Deployed staging environments for new and existing client websites

• Perform troubleshooting, testing, and support for public-facing websites

• Developed award-winning website

• Provides technical guidance to project teams striving to develop optimized, user-friendly experiences through design

• Drew brand awareness by designing and developing a wide range of custom email templates, landing pages and resource libraries

• Worked closely with internal and client-side marketing teams

• Tackled tight deadlines both internally and client-side

• Heavily utilized skills including Responsive Design, CSS, XHTML, Javascript, jQuery, PHP, Bootstrap, Themosis, Genesis, Divi, Elementor, Page Builder by Site Origin, Woocommerce, mySQL and more

Freelance Web and Graphic Designer

RAW / Ready Amongst Willing

2009 – Nov 2013

• Designed and illustrated various projects ranging from brand identity and marketing materials, to consumer products including but not limited to; skateboards, apparel, headwear and print advertisements.

• Developed and maintained custom WordPress & Woocommerce website and online store

• Shot and edited a wide range of product photography for the internal and retail use

Interactive Production Associate

MembersFirst

Dec 2011 – Apr 2013

• Managed and designed various web media for clients through custom CMS

• Designed and developed custom email templates and landing pages

• Successfully tackled tough projects under pressing deadlines

Graphic Design / Production Associate

Expose Signs

Mar 2010 – Oct 2011

• Design and layout for various signage including external & internal signs, carved & painted signs, menus and more

• Designed, developed and deployed custom online banner creation service in a short time frame

• Installed and setup internal and external signage across Massachusetts

• Involved heavily in final production of signage on a daily basis

• Tackled tight deadlines

Education

Bachelors Degree, Major in Computer Graphic Design

Becker College

2007 – 2009

Associates Degree, Major in Computer Graphic Design

Mount Wachusett Community College

2005 – 2007

Courses

Design Certification

Hubspot