

# Tim McAuliffe

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## WordPress Developer, Graphic Designer, Front-End Developer

### WORK EXPERIENCE

#### **CloudBolt Software • Remote • 08/2019 – 11/2024**

##### **Senior Manager, Graphic and Web Design**

- 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.
- 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 across multiple installations.
- Optimized and maintained CloudBolt's website for lightning fast page speeds and user-experience for both Desktop and Mobile.
- Provided 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 to improve user experience and increase conversions.
- 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.

#### **Jassby, Inc. • Waltham, Massachusetts • 08/2018 – 05/2019**

##### **Web Developer/Designer**

- 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.

## **LEWIS Global Communications • Greater Boston Area • 04/2013 – 07/2018**

### **Web Designer, Marketing Services**

- Led web design and development for marketing department, creating award-winning websites.
- Developed custom WordPress themes and plugins, providing technical guidance to project teams.
- Collaborated with internal and client-side marketing teams, meeting tight deadlines.
- Utilized skills in Responsive Design, CSS, Javascript, PHP, and more.

## **RAW/Ready Amongst Willing • Somerville, MA & Putnam, CT • 01/2009 – 11/2013**

### **Freelance Web and Graphic Designer**

- Designed and illustrated various projects including brand identity, marketing materials, and consumer products like skateboards and apparel.
- Developed and maintained custom WordPress & Woocommerce websites and online stores.
- Shot and edited product photography for internal and retail use.

## **MembersFirst • Wayland, MA • 12/2011 – 04/2013**

### **Interactive Production Associate**

- 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.

## **Expose Signs • Northborough, MA/Hopedale, MA • 03/2010 – 10/2011**

### **Graphic Design/Production Associate**

- Designed and laid out various signage, including external & internal signs, menus, and more for Expose Signs in Northborough, MA/Hopedale, MA.
- Developed and implemented a custom online banner creation service within a tight timeframe to enhance customer experience.
- Installed and set up internal and external signage across Massachusetts, ensuring brand consistency and visibility.

## **Reaction Advertising • Worcester, MA • 10/2007 – 06/2008**

### **Graphic & Web Designer**

- Managed websites for various clients including restaurants, car dealerships, and liquor stores, ensuring timely updates and maintenance.
- Designed and produced printed restaurant menus with daily and weekly changes, as well as direct mail pieces and apparel for promotional purposes.
- Developed custom websites using CSS, XHTML, and jQuery, focusing on user-friendly interfaces and functionality.

## **Shrewsbury Signs • Shrewsbury, MA • 07/2007 – 10/2007**

### **Graphic Design/Production Associate**

- Design and layout for various signage including external & internal signs, carved & painted signs, menus and more.
- 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 in Major in Computer Graphic Design**

Becker College

### **Associates Degree in Major in Computer Graphic Design**

Mount Wachusett Community College

## **CERTIFICATIONS**

### **Design Certification**

Hubspot

## **AWARDS & SCHOLARSHIPS**

### **Winner • 01/2017**

American Web Design Award

## **SKILLS**

Bootstrap, BrowserStack, CSS, Divi, Elementor, English, Figma, Front-End Development, Genesis, Git, Google Analytics, Google Search Console, Graphic Design, Hotjar, Hubspot Design Certification, Javascript, jQuery, MySQL, Page Builder by Site Origin, PHP, Responsive Design, SEMRush, Themosis, Woocommerce, WordPress, XHTML