

Tim McAuliffe

WordPress Developer, Graphic Designer, Web Developer

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I am Tim McAuliffe – a graphic designer and WordPress expert with more than 15 years experience. I am passionate about design and developing better experiences for web and print.

WORK EXPERIENCE

CloudBolt Software • 08/2019 - 11/2024 Remote
Senior Manager, Graphic and Web Design

- Developed custom WordPress themes and plugins.
- 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.
- Deployed WordPress 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.
- 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.

Jassby, Inc. • 08/2018 - 05/2019 Waltham, MA
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 • 04/2013 - 07/2018 Burlington, MA
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.

SKILLS

- Bootstrap
- CSS
- Elementor
- Figma
- Front-End Development
- Github
- Google Analytics
- Google Search Console
- Google Tag Manager
- Graphic Design
- Hotjar
- Javascript
- jQuery
- MySQL
- PHP
- Responsive Design
- SEMRush
- Woocommerce
- WordPress
- XHTML

EDUCATION

Becker College
Bachelor of Arts (BA) in Graphic Design

CERTIFICATIONS

Design Certification
Hubspot