



# EVANDER PIERRE

Web Developer

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7814209201

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Boston, MA, United States

Lead Web Developer and growth-focused marketing technologist with 7+ years of experience scaling high-performance enterprise web platforms. Currently responsible for technical governance and optimization of a marketing site generating 500,000+ annual visitors. Expert in React, modern CMS architecture, technical SEO, analytics infrastructure, and CRO. Known for owning technical direction, mentoring teams, and delivering secure, data-driven systems that increase engagement, lead generation, and pipeline impact.

## Skills & Tools

React	JavaScript	Technical SEO
Core Web Vitals	Google Tag Manager	WordPress
HTML5	CSS3	GraphQL
HubSpot	Git	PHP
Conversion Rate Optimization	Responsive Web Design & Development	Figma
Google Analytics	Google Search Console	SEMRush
Screaming Frog	TypeScript	REST APIs
Looker	MS Clarity	Accessibility (WCAG)
A/B Testing	Analytics Architecture	Technical documentation
Stakeholder management		

## Employment History

## Senior Website Manager (Remote) at Accuris, Denver, CO

Jul 2024 – Present

- Lead technical direction and optimization of enterprise marketing web properties for a \$500M+ ARR AI/SaaS organization, supporting 500,000+ annual visitors and driving measurable pipeline growth.
- Designed and developed high-performance, conversion-focused web experiences including interactive lead generation tools and marketing assessments, increasing form completion rates by 18% and improving overall landing page conversion rate by 12%.
- Architected and governed Google Tag Manager across production and staging environments, standardizing HubSpot tracking and improving attribution clarity across Paid, Organic, and Direct channels while reducing reporting discrepancies by 20%.
- Implemented consent-based tracking through OneTrust and formalized analytics QA processes, ensuring privacy compliance while maintaining full-funnel data visibility.
- Built executive-level performance dashboards in Looker and GA4, leveraging behavioral insights to reduce bounce rates by 15% and improve engagement depth across high-traffic pages.
- Led technical SEO initiatives including redirect governance, crawl optimization, structured metadata improvements, multilingual language translation implementation, and internal linking strategy, strengthening indexation and organic visibility.
- Owned WordPress infrastructure within WP Engine, improving Core Web Vitals performance and reducing page load times by 22% through performance optimization and asset refactoring.
- Partnered with external agencies on major redesign and development initiatives, defining technical requirements, reviewing code, enforcing performance standards, and leading post-launch optimization.
- Provided light UI/UX design execution when dedicated design resources were unavailable, translating Figma concepts into responsive, pixel-accurate implementations.
- Formalized documentation, deployment standards, and sprint workflows, reducing production errors and improving release consistency.
- Integrated modern AI-assisted development tools including OpenAI Codex and Claude Code to accelerate testing, refactoring, documentation, and performance optimization workflows while maintaining code quality standards.

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## Frontend Web Developer, Marketing (Remote) at Medcor, Inc, McHenry, IL

Dec 2022 – Present

- Owned the complete oversight of Medcor's web presence, serving as the subject matter expert in web technologies and digital strategies; led vendor collaborations, managed website budgets, and ensured seamless integration of marketing and IT efforts to enhance brand visibility and operational efficiency.
- Led the development and maintenance of Medcor's WordPress

websites, ensuring optimal functionality and responsive design across all devices.

- Spearheaded the implementation of technical SEO audits and content optimizations, resulting in an increase in organic search traffic and enhanced website performance metrics.
- Collaborated with cross-functional teams to review project scopes, delivering web solutions that streamlined user experience and amplified content reach, driving a 25% growth in lead generation.
- Managed and executed comprehensive analytics reporting using Google Analytics and HubSpot, providing actionable insights that led to a 15% conversion rate improvement through targeted content and layout optimizations.
- Developed and maintained robust marketing automation workflows within HubSpot, elevating email campaign performance through A/B testing and personalized content strategies.
- Championed the integration of CRM and email service providers with the website, optimizing lead generation forms and tracking links, which facilitated a 20% uptick in MQLs.
- Educated and empowered the organization on best digital practices, significantly enhancing Medcor's online presence and contributing to a cohesive digital marketing strategy.
- Proactively managed domain names and ensured up-to-date registrations, safeguarding Medcor's digital assets and supporting a seamless user experience.

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## Web Developer, Marketing (Remote) at Immersive Labs, London, England, United Kingdom

Feb 2021 – Oct 2022

- Mastered the use of React.js, Gatsby.js, and GraphQL to develop dynamic, efficient, and reusable components, significantly advancing the user interface and interactivity of Immersive Labs' digital platforms. Led the innovation in a Headless WordPress environment, implementing new features that optimized content delivery and site performance, demonstrating a pioneering approach to modern web development and content management strategies.
- Spearheaded the strategic redevelopment of Immersive Labs' website, leveraging modern web technologies and CRM tools such as InstaPage and HubSpot to enhance site performance, user experience, and lead generation capabilities. This initiative significantly boosted online visibility and user engagement.
- Held full ownership of the company's website lifecycle management, employing a diverse tech stack including PHP, HTML5, CSS, SASS, JavaScript, and jQuery. This ensured high standards of security, availability, and performance, while integrating CRM tools streamlined lead management and marketing automation processes.
- Led collaborative efforts with UX teams and company stakeholders to design and implement user-centric web experiences. Applied insights from user testing and performance analysis to drive strategic enhancements, utilizing CRM tools for optimized lead capture and nurturing strategies.
- Actively researched industry trends and innovations, ensuring Immersive Labs remained at the forefront of web development practices and digital marketing strategies. This commitment to continuous improvement and innovation informed the adoption of new technologies and methodologies, keeping the company competitive in a rapidly evolving digital landscape.

- Developed and conducted training programs for team members on web updates, best practices, and the effective use of CRM tools, fostering a culture of continuous learning and development. This initiative enhanced team capabilities and project outcomes, while my ability to multitask ensured the timely delivery of multiple concurrent projects.

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## Web Developer at Virtual, Inc, Wakefield, MA

Mar 2020 – Feb 2021

- Led the creation of responsive, client-specific websites with custom WordPress themes, enhancing user engagement and scalability.
- Architected client onboarding via Salesforce and Form Assembly APIs, boosting data automation and engagement.
- Authored and maintained high-quality, scalable code, ensuring adherence to best practices and long-term application performance.
- Managed full project lifecycles, from concept through deployment, delivering user-centric web solutions on schedule.
- Enhanced website aesthetics and functionality, aligning with brand identity and significantly improving digital engagement.
- Conducted cross-browser and device testing to guarantee universal compatibility and optimize user experience.
- Transformed business goals into scalable web solutions, mentored interns, empowered non-technical teams, and led cross-functional collaboration for timely, high-standard project delivery.

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## Junior Web Developer at Virtual, Inc, Wakefield, MA

Mar 2018 – Mar 2020

- Managed and maintained 33 client WordPress sites, ensuring optimal performance and security for technology-focused professional associations.
  - Played a pivotal role in client meetings, contributing to site planning, concept development, and feature ideation to align with strategic visions.
  - Led the aesthetic and functional enhancement of user experiences while maintaining brand identity, significantly elevating clients' digital platforms.
  - Translated complex client requirements into effective application designs and system specifications, demonstrating a strong understanding of web technologies.
  - Resolved critical site issues, including security vulnerabilities and plugin conflicts, ensuring reliable and secure website operations.
  - Collaborated with the Marketing Team on campaign launches, implementing Google Tag Manager and Google Analytics for insightful tracking and analysis.
  - Ensured cross-browser and platform style consistency, contributing to a cohesive and user-friendly web experience across all digital touchpoints.
  - Developed high-functional websites using custom WordPress themes and child themes, showcasing technical creativity and attention to detail.
  - Provided technical expertise for new client pitches and existing site enhancements, driving business growth and client satisfaction through innovative web solutions.
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Education

**Bachelors of Information  
Technology, Boston College,  
Chestnut Hill, MA 02467**

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**Bachelors of Marketing,  
Boston College, Chestnut  
Hill, MA 02467**

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Links

[Personal Website](#)   [Linkedin](#)

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Languages

— Spanish   — Haitian; Haitian Creole

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Extracurricular activities

**Modern AI Development  
Research at Independent  
Research**

Research and apply AI-assisted development tools including OpenAI Codex and Claude Code to accelerate testing, refactoring, documentation, and performance optimization. Focused on leveraging AI to improve development efficiency, analytics workflows, and scalable web architecture.

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**Attended HubSpot's  
INBOUND Conference,  
Boston, MA**

Sept 2023

Attended HubSpot's flagship INBOUND Conference focused on advanced growth marketing, CRM strategy, analytics optimization, and conversion-driven digital experiences. Engaged with industry leaders to stay current on evolving marketing technology and data-driven web strategies.

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## Developed the Platform Spoolu, Boston, MA

Jan 2018 – Jan 2020

Founded and developed Spoolu, a college textbook marketplace platform, owning full product lifecycle from architecture and development to marketing and deployment. Gained hands-on experience in full-stack development, user acquisition strategy, and scalable platform design.

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## Attended WordCamp Boston, Boston, MA

Jun 2018 – Jun 2018

Founded and developed Spoolu, a college textbook marketplace platform, owning full product lifecycle from architecture and development to marketing and deployment. Gained hands-on experience in full-stack development, user acquisition strategy, and scalable platform design.

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### Internships

## Web Developer Internship at Virtual, Inc, Wakefield, MA

Jan 2017 – Mar 2018

- Perform CMS (WordPress, Timberlake, YourMembership) Updates on Client Websites
  - Coordinate with Marketing & Public Relations in editing and publishing blog posts, articles and press releases
  - Create and maintain development and process documentation
  - Research and evaluate the capability and compatibility of plugins, functions or template updates to efficiently execute site enhancements.
  - Test and modify HTML, Javascript, and CSS for browser and standards compliance
  - Utilize Adobe Creative Suite to edit photos, analyze wireframes and create graphics
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### References

## Cate Cross from LogRhythm

(617) 970-2168,|