



# Evander Pierre

## Web Developer

Boston, MA, United States

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↔ [Personal Website,](#)  
[Linkedin](#)

### Skills & Tools

WordPress

HTML5

CSS3

JavaScript

React

GraphQL

MySQL

HubSpot

Git

jQuery

PHP

Gatsby.js

Node.js

Bootstrap

Website Optimization

Website Security

Responsive Web Design &  
Development

Adobe XD

Figma

Google Analytics

Google Tag Manager

Google Search Console

Asana

Monday

SASS

SEMRush

## Profile

Experienced Web Developer adept in all stages of advanced web development. With a robust 7+ years journey across diverse sectors, I've harnessed my passion for coding and marketing to forge impactful digital experiences. At the core of my achievements is the transformative redesign of a UK ed-tech startup's web architecture and the strategic enhancement of 33 client WordPress sites for a digital marketing agency, evidencing my blend of creativity and analytical prowess. My repertoire in HTML, CSS, JavaScript, PHP, React, and WordPress, combined with my fluency in digital marketing tools, positions me as a dynamic force ready to propel your web initiatives to new heights.

## Employment History

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

December 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.

Brightedge

## Languages

Spanish

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Haitian; Haitian Creole

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- 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.

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

February 2021 — October 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.

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

March 2020 — February 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.

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

March 2018 — March 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.

## **Education**

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

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

## **Extra-curricular activities**

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

September 2023

The HubSpot Inbound Conference is an annual event hosted by HubSpot, focusing on the latest trends and strategies in marketing, sales, and customer service. Attendees benefit from keynote speakers, breakout sessions, and

networking opportunities, gaining valuable insights and connections in the industry.

### **Developed the Platform Spoolu, Boston, MA**

January 2018 – January 2020

Spoolu is a books selling – trading platform where college students can sell, trade, rent or give away textbooks for free. I handled all facets of Spoolu from Marketing to Developing. I was able to learn how to fully launch and deploy a product.

### **Attended WordCamp Boston, Boston, MA**

June 2018 – June 2018

WordCamps are casual, locally-organized conferences covering everything related to WordPress, the free and open source personal publishing software that powers over 75 million sites on the web.

## **Internships**

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

January 2017 – March 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

## **References**

Cate Cross from LogRhythm  
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