Chuck McMackin
Full Stack Developer

Innovative full stack developer with over 10 years of experience in designing, developing and managing complex websites, e-commerce platforms and internal frameworks. Recognized for the ability to adapt and successfully overcome obstacles, consistently crafting customized solutions with an adept utilization of available tools.

Contact

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Education

2013
Bachelor of Arts in Creative Writing
Chapman University

Expertise

Frontend/Backend Development
A/B Testing
Quality Systems Management
3D Modeling / Animation
UI/UX Development
Standalone Application Development
Database Administration
Web Security

Skills

Programming Languages
C++, Java, PHP, C#, Ruby, JavaScript, TypeScript, LUA, Bash, PowerShell

Frontend
HTML, HTL, Liquid, CSS, Sass, Less, React, jQuery

Backend
Node.js, GraphQL, Rest, JSON

Database
MySQL, MariaDB, GoogleSQL, PostgreSQL

Tools, Platforms & Frameworks
Adobe Experience Manager, WordPress, Shopify, Apache Sling, OSGi, Apache Jackrabbit Oak, Bootstrap, Git, Docker, BigQuery, Looker Studio, Jira, Confluence, Remix, Express.js, Webpack, Vite

Experience

Lead AEM Architect & Full Stack Developer

Glidewell Dental   **2022 - Present**

- Served as lead architect of the main company website on Adobe Experience Manager (AEM)
- Managed the backend development and upkeep of 13 WordPress satellite websites, streamlining content management processes across platforms.
- Engineered an automated backend system that reduced content creation time by 60%.
- Spearheaded the migration project for the main company website from Contentful to AEM without downtime, transferring over 2000 web pages.
- Devised advanced analytics visualization dashboards, empowering Brand Managers to optimize marketing budgets based on conversion data and save over $250,000 a year in advertising costs.
- Built a custom UI tool for generating marketing campaign UTMs, increasing accuracy and efficiency of campaign URL generation and reducing user-input error by 90%.
- Acted as SCRUM Master, leading web team sprints in JIRA, which optimized project delivery timelines and team productivity.
- Oversaw the Shopify e-commerce platform, utilizing Liquid and Ruby, to ensure seamless online sales operations.
- Constructed SQL databases in BigQuery for granular analytics data visualization, saving $2,000 a year in 3rd-party solution costs.
- Authored and updated comprehensive SOPs and developer documentation.

Full Stack Web Developer & Digital Solutions Architect

CLEAR Solutions, Inc.   **2016 - 2022**

- Designed and deployed the company website, enhancing the digital presence and user engagement.
- Crafted custom WordPress plugins tailored for marketing strategies and eCommerce functionalities, aligning with company goals.
- Added ecommerce functionality to the company website which lead to an increase of over $100,000 in yearly sales.
- Created custom software solutions to add manufacturing visualization and planning to Sage Accounting, saving the company $21,000 a year in 3rd-party vendor solutions.
- Implemented standalone applications to ensure seamless data synchronization between the company ERP system and WordPress.
- Utilized customer feedback and Google Analytics insights to refine website user experience, contributing to an increase in sales.
- Authored several SEO-optimized blog articles, resulting in a 70% increase in Google visibility for targeted keywords.

Project Lead & Software Engineer

Viewpoint Games   **2011 - 2016**

- Assembled and led a dynamic game design team, fostering collaboration across various technical and creative disciplines.
- Oversaw the game's online presence, including website management and engagement on forums and social media platforms.
- Developed standalone developer tools and engine enhancements, significantly improving project workflow and efficiency.
- Modeled and implemented intricate gameplay systems for a Sci-Fi RPG, enhancing player experience and game mechanics.