MIKE RAWERS

Senior Web Engineer

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Senior Web Engineer with 20+ years of experience designing and developing custom web applications, CMS platforms, digital experiences, and enterprise portals. Background spanning digital signage, retail technology, WordPress, PHP/JavaScript, UX/UI, SEO, and full-stack development. Experienced working with creative, marketing, technical, and client teams to deliver scalable digital solutions and lead projects from concept through deployment.

EXPERIENCE

Senior Application Developer | InkTip.com, Los Angeles, California ***May 2022 – Present***

- Led UX/UI Design, Figma, Wireframing, User Flows, Responsive Design, Conversion-Focused UX and platform modernization initiative resulting in a 28% increase in user engagement and 22% reduction in bounce rate.
- Initiated and implemented engineering best practices, including structured code review processes, development standards, and workload management frameworks to improve team efficiency and delivery consistency.
- Led development pipeline modernization by implementing the Symfony PHP framework and establishing a standardized workflow using GitHub, Node.js, Composer, and Docker, improving developer onboarding, deployment reliability, and workflow scalability.
- Integrated GPT-4 API into platform workflows to automate SEO content generation and accelerate internal development tasks including boilerplate code and SQL optimization.
- Led responsive optimization initiatives contributing to a 40% improvement in mobile user retention.

Senior WordPress Developer | RealArt, Dayton, Ohio ***April 2019 – March 2022***

- Led enterprise WordPress development initiatives including custom theme development, plugin architecture, headless WordPress systems, and API integrations.
- Developed a custom WordPress plugin to consume third-party event and seating APIs, implementing Redis caching to reduce API load, accelerate page rendering, and support dynamic, near-real-time content updates
- Led AWS infrastructure improvements and deployment automation using WP-CLI, reducing downtime by 98% and improving operational efficiency by 15%.
- Served as Project Lead for the Dayton Live rebrand, overseeing scope definition, milestone planning, and delivery coordination across client stakeholders, UX/UI designers, and engineering teams.

Application Developer (Consultant) | Robert Half - SPS, Columbus, Ohio ***January 2012– May 2019***

- Delivered front-end and application development for enterprise clients including EF Hutton, Summa/PNC, Chally Growthplay, and Big Lots.
- Provided technical leadership across multiple engagements involving PHP, WordPress, UI development, and API integrations.
- Collaborated with cross-functional teams to modernize legacy systems and improve application performance and usability.
- Conversion-Focused Landing Pages, Lead Generation, Landing Page Optimization, Conversion Rate Optimization (CRO)

Digital Experience / Development & Creative | STRATACACHE, Dayton, OH ***March 2007– May 2011***

- Led digital initiatives for a global leader in digital signage and retail customer engagement technology.
- Directed the design and development of digital experiences supporting enterprise and retail clients.
- Bridged creative, marketing, development, and client-facing teams to translate business requirements into effective digital solutions.
- Provided technical and creative leadership including design direction, code review, project planning, and client presentations.
- Collaborated with multidisciplinary teams to establish project requirements, milestones, deliverables, and deployment strategies.
- Worked within complex enterprise environments where performance, scalability, usability, and reliability were critical.

EDUCATION

Bachelor of Arts in Interactive Media
Columbia College Chicago, Chicago, Il | Graduated May 2004

CORE LEADERSHIP & TECHNICAL SKILLS

WordPress & Development: WordPress, Custom Theme Development, Custom Plugin Development, Headless WordPress, PHP, JavaScript, HTML5, CSS3, REST APIs, Responsive/Mobile-First Development

UX/UI & Design: UX/UI Design, Figma, Wireframing, User Flows, Responsive Design, Landing Page Design, Conversion-Focused UX, Adobe Creative Suite

SEO & Digital Marketing: Technical SEO, On-Page SEO, Conversion Rate Optimization (CRO), Lead Generation, PPC Landing Pages, Google Analytics 4 (GA4), Google Tag Manager (GTM), Conversion & Event Tracking

Performance & Security: Core Web Vitals, Site Speed Optimization, Performance Tuning, Redis Caching, Mobile Optimization, WordPress Security, Plugin Management

DevOps & Cloud: AWS, Docker, GitHub, Composer, Node.js, WP-CLI, CI/CD Workflows

AI & Automation: OpenAI API, GPT-4 Integration, Claude AI, GitHub Copilot, AI-Assisted Development & Content Automation Systems.

Leadership: Technical Project Leadership, Client Stakeholder Management, Team Mentorship, Agile Delivery, Project Planning, Code Review Oversight, Cross-Functional Coordination, Independent Project Management