

JEFFREY FREEMAN

Senior Web Engineer & Frontend Systems Architect

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HIGHLIGHTS

- 15+ years in frontend engineering, architecture, and DevOps practices
- Expert in Vue/Nuxt, TypeScript, and headless CMS (WordPress, Payload, Strapi)
- Leads teams to deliver scalable, accessible UI across agency, startup, and enterprise settings

SKILLS

Languages/Frameworks: Vue 3, Nuxt 3, React, Next.js, TypeScript, JavaScript, HTML5, CSS3, SCSS, Tailwind

Tooling/DevOps: Vite, Webpack, Pinia, GitHub Actions, Docker, REST APIs, Salesforce API, OpenAI API, LLM WebUI

CMS/UI/UX: WordPress (ACF, Elementor), Payload, Strapi, Accessibility, GSAP, Figma-to-Code, Performance

EXPERIENCE

Innovision Marketing Group | Senior Web Developer | 2024 - Present

Full-service marketing agency serving healthcare, hospitality, and entertainment brands.

- Lead Nuxt 3 builds with TypeScript, Pinia, and Vite
- Architected reusable component systems with Tailwind
- Explored LLM-based tooling and AI integrations using Dockerized WebUI and local inference workflows
- Mentored junior developers and cross-collaborated with creative + strategy teams

jeffreyaalden.com | Owner / Freelance Developer | 2010 - Present

- Custom WordPress builds and headless CMS development
- UI/UX design and client management
- Contractor management and ongoing maintenance services

Auction IQ | Web Developer | 2023 - 2025

Adtech and media intelligence platform for enterprise clients.

- Spearheaded a full website redesign improving user engagement and SEO metrics
- Rebuilt corporate site in WordPress + Elementor with custom architecture
- Managed server and domain upkeep, ensuring 99.9% uptime
- Developed registration forms increasing lead conversion by 15%

King and Partners | Web Developer | 2022 - 2023

Luxury-focused digital agency for eCommerce and lifestyle brands.

- Maintained Vue + WordPress hybrid builds with custom REST integrations
- Built and maintained headless WordPress sites integrated with Vue.js
- Implemented responsive, modular UI and managed GitHub repositories
- Integrated Composer and SCSS for enhanced performance and modularity

DesignStudio | Web Developer | 2021 - 2022

Global brand design agency working with clients such as the American Red Cross.

- Delivered API-powered WordPress themes and internal admin tools
- Developed technical solutions improving site speed by 30%
- Automated production workflows to streamline repetitive tasks

Echo Media Group | Senior Web Developer | 2019 - 2020

Integrated PR and marketing firm serving mid-sized regional businesses.

- Integrated Salesforce via Guzzle-based API workflows to sync WordPress and LMS data
- Led development of internal and client web projects, overseeing a small dev team
- Introduced Agile workflows reducing project completion times by 40%

Incredible Marketing | Web Developer | 2018 - 2019

Digital marketing firm specializing in medical and lifestyle industries.

- Designed and implemented custom WordPress themes and plugins
- Integrated Salesforce automation with client websites
- Conducted code reviews to ensure secure, bug-free deployments

Taylor Digital | Web Developer | 2017 - 2018

Full-service agency delivering custom Laravel and Phalcon projects.

- Led development of complex MySQL-based applications
- Created custom WooCommerce plugin for product data synchronization
- Streamlined build processes using Gulp and Git

Aesthetic Brand Marketing | Web Developer | 2015 - 2017

Healthcare marketing agency specializing in aesthetic medicine.

- Developed an efficient website build process, cutting production time by 75%
- Introduced BrowserSync and modern preprocessing tools
- Diagnosed and resolved PHP/MySQL issues on live sites

Ceatus Media Group | Web Developer | 2013 - 2015

Healthcare and cosmetic surgery marketing agency.

- Built custom WordPress websites with emphasis on conversion optimization
- Innovated build process reducing project turnaround by 75%

EDUCATION & CERTIFICATIONS

Emergency Medical Technician-Basic (EMT-B) | Palomar College — May 2024

AA, Digital Art with Emphasis in Mathematics | Mira Costa College — July 2010

Frictionless Sales & Inbound Sales Certification | HubSpot Academy — Apr 2024

Private Pilot License | Federal Aviation Administration — Dec 2016