

# CODY WHITWORTH

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## UX Developer / Full-Stack Engineer / Web Services Manager

Experienced Full-Stack Developer with a demonstrated history of working in higher education and cybersecurity. Skilled in the Drupal CMS and has a strong understanding of UI/UX strategy and implementation. I have honed my skills in front-end and back-end technologies. From crafting elegant and intuitive user interfaces using HTML, CSS, and JavaScript frameworks, to implementing robust server-side solutions with technologies like Node.js, Python, and Ruby on Rails, I am well-versed in the full-stack development process. I thrive on solving complex technical challenges and continuously expanding my knowledge to stay up-to-date with the latest industry trends.

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## CAREER EXPERIENCES

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### Worthy

Nov 2022 - Present

#### UI/UX Developer & Digital Consultant, Scottsdale (Remote)

- Provides an assortment of website development design and development recommendations to businesses of all sizes.
- Sr. Full Stack UX Engineer that builds and maintains web applications within Wordpress, Drupal, and Webflow.
- Implements CRO and A/B testing strategy by conducting research and analysis while also designing and developing the proposed plan.
- Suggests and manages Search Engine Optimization (SEO) efforts as it pertains to both keyword research/strategy and technical optimizations.
- Provides services and recommendations for Google Analytics, Google Tag Manager, and SEMRush installation, tracking, and reporting.
- Provides the recommendations and build of product platforms and dashboards with the use of Node.js and React.js.

### Act!

Aug 2023 - Feb 2024

#### Sr. Web Developer, Scottsdale (Hybrid)

- Sr. Full Stack Developer that builds and maintains web applications within Wordpress and Joomla.
- Lead developer responsible for the core maintenance of the environments, building contributed modules and plugins, application monitoring, conversion rate optimization through A/B testing, and compliance upkeep.
- Manages Google Analytics, Google Tag Manager, SEMRush, installation, tracking, and reporting while also building insightful dashboards within Heap and Google Looker.
- Works within a cross-functional team of engineers, QA, product, and UI/UX while managing and building the enhancements and the rollout of changes.

### Vectra AI

Aug 2021 - Dec 2022

#### Sr. Manager, Web Services, San Jose (Remote)

- Managing Full Stack Developer that builds and maintains web applications within Drupal 8 & 9 and Webflow.
- Lead developer responsible for the success of the team and ultimately approving code releases.
- Speaks to executives and other board members about to progress and success of web projects that pertain to lead generation.
- Built and maintains a social environment for Chief Information Security officers within Drupal 9 that is hosted on the Pantheon platform.
- Manages Google Analytics, Google Tag Manager, SEMRush, tracking, attribution modeling, and reporting while also building insightful dashboards within Heap and Google Looker.

### National Education Partners

Mar 2015 - Aug 2021

#### Associate Director, Web Services / UX Developer, Scottsdale (Remote)

- Sr. Full Stack Developer that builds and maintains web applications within Drupal 7 & 8 and Wordpress.
- Managed a team that consisted of four other developers and a project manager.
- Lead developer responsible for the core maintenance of the environments, building contributed modules and plugins, application monitoring, conversion rate optimization through A/B testing, and compliance upkeep.
- Manages CRO strategy by conducting research and analysis while also designing and developing the proposed plan. Conducts research groups and tests real-time users to obtain user experience and results.
- Manages Google Analytics, Google Tag Manager, SEMRush, installation, tracking, and reporting while also building insightful dashboards within Heap and Google Looker.
- Increased conversion rate by 52% YoY and improved site load time by up to seven seconds.
- Assists with email marketing campaigns with the use of QA tools within Marketing Cloud and Email on Acid.

**DigitalWire 360**

**Mar 2014 - Mar 2015**

**Full Stack Engineer**, Scottsdale

- Full Stack Developer that is responsible for end-to-end web development for all clients built within Wordpress.
- Website maintenance and custom plugin development within Wordpress.
- Creates wireframes and mockups/templates for the majority of web and web application projects.
- Assisted with SEO research and implementation, both technical and content related.

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## EDUCATION & CERTIFICATIONS

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**Northcentral University**, San Diego, Master of Business Administration (MBA) in Applied Computer Science, (GPA: 3.9)

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## Core Competencies

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**Programming Languages** PHP, Javascript, CSS, HTML

**Frameworks and Libraries** ReactJS, NodeJS, jQuery, Sass, LeSS

**Content Management Systems** Drupal, Wordpress, Joomla, Webflow

**Web Development Tools** REST API, Version Control / Automation, Git

**Analytics and Optimization** SEO, Google Analytics, Conversion Rate Optimization, Optimizely, Visual Website Optimizer, SEMRush, Brightedge

**Design Tools** Figma, Adobe XD, Adobe Illustrator, Adobe Photoshop

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## Volunteering

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**UX Designer/Developer**, Arizona Fallen Firefighter Memorial, Scottsdale

**Oct 2014 — Feb 2015**

Helped build, maintain, and improve the Arizona Fallen Firefighter Memorial website.

**Web Developer**, Hope & A Future, Scottsdale

**Jun 2014 — Oct 2014**

Helped build, maintain, and improve the Hope & A Future website.