

Elijah Kelley

WEBSITE DEVELOPER

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SUMMARY

WordPress developer with four years building and maintaining content-heavy publishing properties for a national media organization — a site serving **157,000 active users and 2.2 million events year to date, up 46% year over year**. Owns the full stack of a publishing operation: custom plugin and theme development, technical SEO and structured data, Google Ad Manager and tracking-pixel implementation, page speed optimization, and site security and uptime. Works daily with editorial, design, and marketing teams, and manages multiple concurrent projects without supervision.

TECHNICAL SKILLS

WordPress

Custom plugins Themes Page templates Shortcodes Custom post types WooCommerce
Elementor JetEngine Multi-site content libraries

SEO

Technical SEO On-page optimization Structured data JSON-LD Canonical tags
Social metadata Search Console

Ad Tech

Google Ad Manager Ad tags Tracking pixels Google Analytics 4 Tag management
Third-party script auditing

Languages

PHP JavaScript HTML5 CSS3 SQL MySQL Python JSON

Performance

Page speed optimization Core Web Vitals Caching CDN Image optimization
Script reduction Uptime monitoring

Infra & Security

Cloudflare AWS S3 Linux DNS & SSL WAF Backups Incident response

EXPERIENCE

Website Developer & Technology Manager — Financial Issues Stewardship Ministries 2022 – Present

Promoted four times: Audio Production Specialist → A/V Team Lead → Broadcast IT Engineer → Technology & Broadcast Manager

WORDPRESS DEVELOPMENT & MAINTENANCE

- ▶ Sole developer for FinancialIssues.org across four years — a content-heavy WordPress/WooCommerce publishing property serving **157,000 active users and 2.2M events year to date, up 46% year over year**, with a 23,000-member subscriber base.
- ▶ Build and extend **custom plugins, themes, page templates, and shortcodes**, including authenticated member tools and a Google Sheets-backed data viewer delivering proprietary financial content to logged-in subscribers.
- ▶ Design and launch new pages and site sections from requirements to production: campaign landing pages, editorial homepage modules, resource libraries, press and media pages, and a CMS-driven clips library that auto-populates as content is published.
- ▶ Maintain a large and growing content library — articles, video, press releases, archives — across desktop, tablet, and mobile against an established editorial design system.

SEO, AD OPERATIONS & ANALYTICS

- ▶ Implement **technical and on-page SEO** including JSON-LD structured data, canonical tags, social metadata, and search metadata across editorial content and media pages.

- ▶ Manage **Google Ad Manager**, ad tag placement, and tracking-pixel implementation across the site, coordinating placements with content and campaign requirements.
- ▶ Own Google Analytics 4 reporting and use it to guide content, performance, and campaign decisions with editorial and marketing staff.

PERFORMANCE, SECURITY & UPTIME

- ▶ Optimize **page speed and Core Web Vitals** through caching strategy, CDN configuration, image optimization, and reduction of third-party script and plugin load.
- ▶ Conducted an unprompted performance and security audit of the production site, identifying front-end script load as the dominant reliability risk and confirming WAF coverage.
- ▶ Monitor uptime and site health, and serve as escalation point for incidents spanning application, cache, CDN, firewall, and hosting layers — including WAF rules that blocked legitimate authenticated traffic.
- ▶ Ship to a revenue-generating production site without a dependable staging environment, using non-destructive diagnosis, verified backups, and controlled rollout.

COLLABORATION & PROJECT OWNERSHIP

- ▶ Partner with **editorial, design, and marketing** teams on content plans, campaign launches, and publication schedules, translating their requirements into technical implementation.
- ▶ Manage multiple concurrent projects independently and report technical risk, cost, and tradeoffs to non-technical executive leadership.
- ▶ Integrate third-party platforms — donor, ecommerce, email, and mobile app systems — via REST APIs, webhooks, and Python automation.

Founder & Web Developer — Good Fruit Apparel

- ▶ Built and ran a complete ecommerce brand end to end — storefront, checkout, subscriptions, campaign pages, hosting, and site security — alongside branding, product photography, and digital marketing.

Avionics Electrical Technician, Second Class (E-5) — U.S. Coast Guard

2016 – 2022

- ▶ Served as the unit's **escalation troubleshooter**, clearing faults that had defeated senior technicians and warrant officers; flew as search-and-rescue aircrew; supervised junior technicians and authored their performance evaluations.

EDUCATION & CERTIFICATIONS

M.S., Cybersecurity Operations & Leadership Harrisburg University Expected Dec 2027

B.S., Liberal Arts The New School · Technology, leadership, media production 2024

CompTIA A+ · CompTIA Network+ · IT Fundamentals (ITF+)