

JANSEN COLLINS

WORDPRESS DEVELOPER

Strategic WordPress developer with 8+ years of experience building scalable, high-performance websites. Skilled in leading cross-functional teams, streamlining workflows, and developing custom solutions using ACF, CPTs, and API integrations.

EXPERIENCE

Vice President of Website Development and Design

Ferocious Media – Jacksonville, FL 02/2025 – Present

- Promoted to oversee full lifecycle website production for new clients, managing a cross-functional team of 10+ (design, development, SEO, content) and collaborate with leadership on budgeting, resourcing, and launch timelines.
- Serve as the primary point of contact for clients throughout the 8-week launch cycle, leading kickoff calls, aligning cross-departmental milestones, and ensuring seamless handoffs through launch and post-launch phases.
- Built internal tools using Claude code and custom API integrations with WordPress to automate content generation, monitor site health, and track project status.

Senior Director of Web Development and Design

Ferocious Media – Jacksonville, FL 03/2022 – 02/2025

- Led the hands-on development, cloning, migration, and maintenance of 150+ WordPress websites for clients in the home service industry.
- Built custom WordPress functionality using ACF, CPTs, custom taxonomies, and REST API integrations alongside the Cornerstone page builder to deliver fully tailored, scalable websites.
- Managed all department-related ClickUp tasks and performed ongoing site maintenance, plugin updates, and hosting optimization to ensure speed, security, and uptime across the client portfolio.
- Authored SOPs and internal documentation to streamline workflows, improve team efficiency, and support new hire onboarding and training.

CONTACT

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EDUCATION

Liberty University

Bachelor of Science (B.S.):
Business Information Systems:
Web Development

SKILLS

Content Management Systems

WordPress (ACF, CPTs, REST API, Cornerstone), Shopify, HubSpot

Web Development

HTML5, CSS3, JavaScript, PHP, Python, MySQL, Git, JSON

Design & UX Tools

Figma, Adobe XD, Photoshop

Server & Infrastructure

Linux, Apache, NGINX, DNS configuration, SMTP Email Servers, Hosting Environments (WPMU, WP Engine, Digital Ocean, Cloudflare, Railway, cPanel)

Workflow & Automation

ClickUp, Asana, Claude Code, OpenAI, Zapier, Git, GitHub

Marketing & Analytics

Firebase, Google: APIs, Tag Manager, Search Console, Analytics

WordPress Web Developer

Xponent21 – Richmond, VA *09/2020 – 03/2022*

- Built and implemented a custom support ticket system for 75+ clients, using automation to reduce manual workload and generate detailed analytics for web-related requests.
- Served as lead developer on website and e-commerce builds for clients across multiple industries, including window film, financial services, workforce development, and cybersecurity.
- Maintained and optimized WordPress websites on a weekly basis, performing updates to themes, plugins, and core files to ensure stability, performance, and security.

Web Developer

Ruggles Service Corporation – Richmond, VA *09/2018 – 01/2022*

- Designed and implemented a custom web application and database system used by 1,500+ exhibitors at medical conferences nationwide to manage profiles, promotions, and booth logistics.
- Developed a live streaming platform in response to the COVID-19 pandemic, integrating the Zoom API into an existing membership database to transition 40+ global medical conferences into fully virtual events.
- Built a secure online submission system with role-based access portals for applicants and reviewers, enabling the accreditation of 30+ international neuroanesthesia fellowship programs.