

Brett Widmann

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SUMMARY

Senior WordPress developer and consultant with 15+ years of experience delivering custom themes, plugins, and full-stack web applications. Specializes in translating designs and branding guides into polished, responsive WordPress builds; converting existing sites to WordPress; and developing custom plugins and backend integrations for agencies, enterprises, and independent clients across the U.S. Experienced team lead and project manager with a track record of owning complex projects end-to-end.

SKILLS

WordPress & PHP

PHP • WordPress (custom themes, plugins, CPT, ACF, hooks/filters) • WordPress theme development • CMS migration to WordPress • WooCommerce • Gravity Forms • Composer • PHPUnit • Laravel • WordPress performance optimization

JavaScript & Frontend

Vanilla JS (ES6+) • Node.js • Express • SCSS/SASS • CSS3 • Tailwind CSS • Webpack / Laravel Mix • Jest • jQuery • Responsive design • Core Web Vitals optimization

Databases & APIs

PostgreSQL • MySQL • REST API development • Microsoft Graph API • OAuth2 • Pipedrive API • Cloudflare • Database performance tuning • Query optimization

Infrastructure & Tooling

Git • Linux server administration • DigitalOcean • WP Engine • Apache • Python • Google Analytics • Google Tag Manager • On-page & technical SEO • Server performance auditing • Site health monitoring • GTmetrix • New Relic

Project Management

Team leadership • Stakeholder communication • Technical discovery & scoping • Asana • Monday.com

SELECTED PROJECTS

Burro.ai (2024) — Autonomous Robotics E-Commerce Platform

Custom WordPress site built from Figma designs. Implemented WooCommerce integration, product configurator, and fleet management platform connectivity.

Orchard Valley Harvest (2023) — E-Commerce Branding Site

Built from Figma designs using Impreza theme with custom WP Bakery components, custom post types, and JavaScript animations for hero sections and product carousels.

Euclid Elements (2026) — Interactive Mathematics Reference

Custom WordPress CPT architecture with 465 interactive proposition pages across all 13 Books of Euclid's Elements. Implemented SVG animation system with IntersectionObserver scroll triggering, dual-version tab UI (interactive vs. static historical illustrations), custom ACF repeater and relationship fields, and Python automation for content generation. Deployed on Impreza theme with full-text search and responsive design.

EXPERIENCE

Jan. 2012 – Present: Widmann Enterprises, Freelance Developer & Consultant

Operate an independent development practice delivering custom WordPress solutions, full-stack web applications, and technical consulting for clients across the U.S. Recent engagements include:

- Built and deployed 6+ custom WordPress plugins covering lead ingestion, media library AI tooling, WooCommerce catalog management, and visitor identification — including a plugin with 316 passing PHPUnit tests

- Architected a multi-source lead sync system integrating 9 external lead sources (email parsing + webhooks) into Pipedrive CRM via Microsoft Graph API and IMAP, with a staged approval workflow and custom audit logging
- Developed a Node.js visitor identification service with a 4-layer enrichment cascade (IPinfo, People Data Labs, Apollo.io, Clearbit), PostgreSQL backend, and Pipedrive CRM push — designed for white-label SaaS productization
- Led technical discovery and scoping for a B2B furniture marketplace, delivering a 45–55 hour task breakdown, code review, performance audit, and post-launch management plan
- Built a WebAssembly-powered background removal plugin for WordPress media library with Web Worker architecture, MutationObserver injection, and a monetization gate
- Optimized WordPress database performance via MySQL schema analysis, composite index creation, and query tuning on large custom tables

Mar. 2022 – Dec. 2022: Frost & Sullivan, Web Experience Manager

Managed two teams of web developers maintaining internal and external WordPress properties for a global B2B research and consulting firm. Coordinated with business and marketing stakeholders to establish SEO best practices, oversaw site health and performance monitoring, and drove adoption of development standards across teams. Reported on web campaign performance via Google Analytics.

Jan. 2020 – Jan. 2021: Camping World, Digital Developer

Led frontend development and content migration for the RV.com rebranding, consolidating Trailer Life and Motor Home magazine properties into a unified WordPress VIP platform. Managed complex migration of content across multiple legacy sites while maintaining SEO integrity and URL structures. Developed custom integrations with third-party services. Maintained and upgraded WordPress infrastructure; deployed digital editions of print magazine content to the publishing platform; advised stakeholders on technical feasibility and implementation.

Dec. 2018 – Oct. 2019: VisualFizz, Senior Web Developer

Served as team lead and project manager on WordPress development projects for a Chicago digital agency. Managed website deployments and launches, maintained existing client sites, and coordinated development workflows across the team.

May 2015 – Oct. 2018: Wonderist Agency, Lead Web Developer

Led development of 50+ custom WordPress websites for a dental marketing agency. Created a reusable custom WordPress development framework adopted across the agency. Managed server environments and coordinated deployments; translated design mockups into responsive, production-ready WordPress builds.

Mar. 2013 – May 2014: Wausau Coated Products, Web Application Consultant

Utilized responsive web design, AngularJS, CSS3, HTML5, Node.js, and CouchDB to rewrite the entire business and operational infrastructure for the company. Daily activities included writing and updating Node.js services, refactoring code for performance, and managing all source code in Git.

Aug. 2012 – Feb. 2013: Binary Sprocket, LLC and Dooley and Associates, LLC

Custom WordPress and Drupal development including theme development, child theme development, maintenance, custom plugin and functionality development, and data migration.

EDUCATION

Bachelor of Science – Computer Information Systems, Web and Digital Media Development, Religious Studies

University of Wisconsin – Stevens Point • Graduated: December 2010

References available upon request