HEATHER SKOMP

Senior WordPress Developer | Elementor, ACF, WooCommerce, Shopify, Custom PHP

Colorado (Remote) | heatherskomp.com

SUMMARY

Senior WordPress developer and designer with 20+ years of experience. Built 50+ custom WordPress sites for small businesses, schools, online magazines, and regional newspapers, and migrated a $1M/year WooCommerce store to a custom Shopify build. Expert in Elementor, ACF, and PHP-based customization, with a front-end background (HTML, CSS, JavaScript) from large-scale financial services implementations. I own projects from requirements through launch and support, and I also handle HTML email and design, so clients get one reliable partner. Available for contract projects.

CORE SKILLS

WordPress and e-commerce: Custom themes and sites, Elementor, Divi, ACF, custom post types, WooCommerce, BuddyPress, BBPress, Shopify, multisite, plugin configuration and conflict resolution, migrations, SSL, DNS, updates and maintenance

Development: PHP, MySQL/phpMyAdmin, HTML, CSS, JavaScript, jQuery, SQL, Custom Plugin Development, Liquid, REST/Mailchimp API integrations, reCAPTCHA

Design and media: Photoshop, Illustrator, After Effects, Camtasia, responsive design, brand concepts

Email: Custom HTML email, Mailchimp, Site Impact, ActiveCampaign, Constant Contact, cross-client and dark-mode testing

Process: Requirements gathering, estimating and scoping, RFP responses, QA/UAT, client training and documentation, Agile

Tools: Cloudflare, Wordfence, AI-assisted development: Claude Code, Slack, Asana, Trello, Harvest, Google Analytics, ServiceNow

EXPERIENCE

WordPress Developer and Owner (Contract), Skompini, LLC, Remote, CO | Dec 2014 – Present

- Design, build, and maintain custom WordPress, WooCommerce, and Shopify sites for multiple clients using Elementor, ACF, PHP, and Liquid
- Migrated a high-volume WooCommerce store (about $1M annual revenue) to a custom Shopify build in 2025, including Liquid theme development
- Troubleshoot PHP, MySQL, plugin, and server issues; handle migrations, cloning, SSL, DNS and MX records, and ongoing updates
- Build HTML email templates and create digital ad and video assets; train clients to manage their own sites in WordPress and Elementor

Web Developer, Ballantine Communications, Remote | Jun 2021 – Sep 2026

- Built 50+ custom WordPress sites for small businesses, schools, online magazines, resorts, a lender, and a regional newspaper group (one major paper plus three satellite papers), using Elementor, Divi, and hand-coded PHP, HTML, and CSS
- Used ACF and custom post types to build scalable sites with simple editing screens, so clients could manage their own content without developer help. Examples include a custom event calendar with multi-day events and a click-to-play audio feature for an arts magazine
- Designed and built a website for a regional mortgage lender, developing three brand-direction concepts (fonts, palette, layout) and setting up Elementor global styles for the build
- Owned projects end to end, from requirements gathering and scoping (including a 75-120 hour resort redesign estimate) through build and post-launch support, mostly solo and sometimes with a team; responded to RFPs for local public agency projects
- Built custom PHP newsletter signup forms for three newspaper sites, live in production, with reCAPTCHA v3, honeypot spam filtering, duplicate detection, and Mailchimp API integration

- Found and fixed a delivery gap that left about 2,300 subscribers without newsletters and rebuilt the import files to restore them; redesigned a 58K-contact Mailchimp account into one audience with Groups and archived dormant audiences to reduce paid contacts
- Built custom HTML email templates for Mailchimp and Site Impact and fixed dark-mode rendering across newsletters with scripted bulk patching
- Diagnosed and resolved security and performance problems, including database-injected spam that a security plugin missed and a Cloudflare WAF rule that was blocking form submissions sitewide

Web Implementation Engineer, Fiserv, Remote | Jan 2017 – Dec 2019 (also Jan 2011 – Mar 2012)

- Served as implementation engineer and front-end developer for eight online money-movement products (bill pay, Zelle, TransferNow, and mobile) across 4,000+ financial institution websites
- Matched each client's brand and site experience using CSS and custom JavaScript name pairs for pass-through branding
- Led quarterly release upgrades across all products and sites, coordinating QA with sponsors and moving code from test to production through ServiceNow change requests

Digital Media Manager / WordPress Developer, Formation Studio, Remote | Sep 2012 – Aug 2019

- Built responsive WordPress sites from wireframes, PSDs, and requirements documents, adding animation and interactivity; converted HTML and other CMS sites to WordPress
- Ran client requirements meetings and managed estimates, budgets, and project flow
- Coded and tested HTML email campaigns across email clients and devices; set up campaigns in Mailchimp, ActiveCampaign, Constant Contact, and AWeber
- Produced motion graphics for HTML ads and promotional videos in After Effects

Earlier experience: Business Systems Analyst, Stancorp, Dec 2001 – Nov 2008 (systems conversions, testing, SQL reporting, user training)

EDUCATION

B.A. in General Business (Marketing), Bowling Green State University

Certificate of Web Development, Regis University

Certificate of Professional Coaching, International Coaching Academy

Additional coursework: jQuery, TypeScript, graphic design, online and social media marketing