SETH BRODER

FULL-STACK & E-COMMERCE WEB DEVELOPER

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PROFESSIONAL SUMMARY

Full-Stack & E-Commerce Web Developer with 5+ years of experience building, migrating, and optimizing production storefronts and custom web applications. Skilled in WordPress, Shopify, PHP, JavaScript (React, Node.js), and SQL/PostgreSQL databases. Experienced in deploying self-hosted Ubuntu/Docker AI servers and leveraging local LLMs to accelerate full-stack development and streamline business operations.

TECHNICAL SKILLS

Languages: PHP, JavaScript (ES6+), SQL, HTML5, CSS3, Python, C#

Frameworks & Databases: React, Node.js, PostgreSQL, MySQL, Bootstrap

E-Commerce & CMS: WordPress (Custom Themes & Plugins), WooCommerce, Shopify (Liquid)

AI & Infrastructure: Ubuntu Linux, Docker, Ollama (Self-Hosted LLMs), Nginx, Git, REST APIs

Marketing & Design: Klaviyo, OneSignal, Figma, Photoshop, Technical SEO, PCI Compliance

PROFESSIONAL EXPERIENCE

Web Developer | PRV Audio Group — Fort Lauderdale, FL *January 2023 – June 2026*

- Developed, customized, and maintained multiple production WordPress, WooCommerce, and Shopify storefronts for brands including PRV Audio and Timpano Audio.
- Executed WooCommerce-to-Shopify migrations, handling custom Liquid theme development, catalog transfers, and seamless checkout workflows.
- Built custom PHP, JavaScript, and SQL features to support dynamic promotions, product merchandising, and automated internal operations.
- Integrated third-party marketing, analytics, and payment APIs, including Klaviyo and OneSignal, to drive customer engagement and retention.
- Hardened site security and maintained PCI compliance through SSL configuration, server-level caching, and Nginx optimization.

Small Business Owner & Freelance Developer | Broder Consulting — Boca Raton, FL *January 2018 – January 2023*

- Designed and launched custom WordPress websites and bespoke themes for small businesses from initial Figma wireframes to production deployment.
- Integrated third-party booking engines, payment gateways, and REST APIs using PHP and JavaScript to automate client operations.
- Managed ongoing technical SEO, core security patching, and front-end performance tuning across client sites.

Small Business Owner | Camera Eccentric — Hollywood, FL *January 2003 – January 2016*

- Built and maintained the company's e-commerce website, managing product catalogs, digital photography, inventory, and direct customer support.
- Oversaw daily retail operations, vendor relationships, and bookkeeping.

SELECTED PROJECTS

- **Changing Tomorrow Animal Rescue Platform (React, Node.js, PostgreSQL):** Built and deployed a full-stack shelter operations platform actively managing 70+ animals, foster placements, 270+ form submissions, role-based access, and automated APHIS 7001 & PDF generation.
- **Self-Hosted Local AI Server (Ubuntu, Docker, Ollama):** Provisioned and configured a dedicated Ubuntu Linux server running containerized local large language models (LLMs) via Ollama for private code generation, debugging, and rapid prototyping.
- **Heritage Bicycle (PHP, SQL):** Engineered a custom web application to centralize customer records and streamline retail inventory tracking.

EDUCATION

Associate of Science, Internet Services Technology — Palm Beach State College (4.0 GPA)

Software Development Program — LaunchCode (Coursework: Python, Flask, SQL, JavaScript, ASP.NET, C#)