

SETH BRODER

WORDPRESS & SHOPIFY E-COMMERCE DEVELOPER

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PROFESSIONAL SUMMARY

WordPress & Shopify E-Commerce Developer with 5+ years of experience designing, developing, and optimizing production e-commerce websites. Experienced building custom WordPress plugins, WooCommerce functionality, Shopify storefronts, PHP applications, JavaScript features, and API integrations. Proven success leading WooCommerce-to-Shopify migrations, improving website performance and security, and collaborating with marketing and business teams to deliver high-impact online shopping experiences. Strong background with PHP, JavaScript, SQL, Linux, Git, and modern e-commerce technologies.

TECHNICAL SKILLS

Languages: PHP, JavaScript (ES6), HTML5, CSS3, SQL

Platforms: WordPress, WooCommerce, Shopify

Tools & Technologies: Git, Linux, Docker, REST APIs, Nginx, Klaviyo, OneSignal, Bootstrap, Figma, Photoshop, Adobe Creative Suite

Additional: E-Commerce Development, Performance Optimization, PCI Compliance, SEO, Website Security, Responsive Design, API Integration

PROFESSIONAL EXPERIENCE

E-Commerce Developer

January 2023 - Present

PRV Audio Group | Fort Lauderdale, FL

- Develop, customize, and maintain multiple production WordPress, WooCommerce, and Shopify e-commerce websites.
- Build custom functionality using PHP, JavaScript, HTML, CSS, and SQL to improve customer experience and streamline internal workflows.
- Contributed to the migration of WooCommerce stores to Shopify, including storefront customization and feature implementation.
- Develop custom e-commerce functionality supporting promotions, product merchandising, and checkout improvements.
- Integrate third-party services including Klaviyo, OneSignal, payment providers, analytics, and marketing platforms.
- Improve website performance, security, SSL configuration, and PCI compliance.
- Collaborate with marketing, design, and leadership teams to launch products, promotions, and new website features.
- Troubleshoot production issues while implementing scalable long-term solutions.

Freelance WordPress Developer

February 2023 - January 2025

Broder Consulting | Boca Raton, FL

- Designed and developed custom WordPress websites for small businesses.
- Built custom themes, functionality, and integrations using PHP, JavaScript, HTML, and CSS.
- Integrated third-party APIs, booking systems, and payment solutions.
- Provided ongoing website maintenance, security updates, SEO improvements, and performance optimization.

Owner

January 2015 - August 2016

Camera Eccentric | Hollywood, FL

- Built and maintained the company website.
- Managed online sales, product listings, photography, inventory, and customer support.
- Oversaw daily business operations and bookkeeping.

SELECTED PROJECTS

PRV Audio

WordPress • WooCommerce • Shopify

- Developed and maintained enterprise e-commerce functionality.
- Built custom features supporting promotions, merchandising, and marketing initiatives.

Timpano Audio

- Assisted with WooCommerce-to-Shopify migration.
- Customized Shopify storefront functionality and user experience.

Changing Tomorrow Animal Rescue

- Built and maintained the organization's WordPress website.
- Developed custom tools supporting rescue operations and online engagement.

Heritage Bicycle

- Developed a PHP web application for inventory and customer management.

EDUCATION

Associate of Science - Internet Services Technology

4.0 GPA

Palm Beach State College

LaunchCode Software Development Program

Coursework included Python, Flask, SQL, JavaScript, HTML, CSS, Bootstrap, ASP.NET, and C#.

ADDITIONAL STRENGTHS

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| • Custom WordPress Plugin Development | • WooCommerce Development |
| • Shopify Store Development | • Shopify Theme Customization |
| • PHP Application Development | • API Integrations |
| • Linux Server Administration | • Git Version Control |
| • E-Commerce Performance Optimization | • Cross-Functional Team Collaboration |