

Michael Minguez

Senior Web Developer

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Senior Web Developer with 20+ years of experience across full-stack web development, WordPress, digital experience, marketing technology, and project delivery, including 15+ years of advanced WordPress development. Builds, maintains, and optimizes responsive, accessible, high-performing web experiences that connect technical execution with customer journeys, content strategy, analytics, SEO, conversion goals, and business requirements.

Experienced across the full website lifecycle from discovery, requirements gathering, architecture, and front-end development through WordPress implementation, third-party integrations, QA, launch, measurement, documentation, maintenance, and continuous optimization. Strong background partnering with marketing, creative, technical, and non-technical stakeholders to translate business needs into scalable, maintainable digital solutions.

Technical Skills



Languages & Development: HTML5, CSS3, SCSS, JavaScript, PHP, MySQL, React, Node.js, Git

WordPress & CMS: WordPress, custom theme development, custom plugin development, theme and plugin customization, Advanced Custom Fields, Gutenberg, Elementor, WooCommerce, Drupal

Integrations & Marketing Technology: REST APIs, third-party service integrations, CRM integrations, Google Tag Manager, Google Analytics 4, Google Search Console, Salesforce, Zapier, and HubSpot

Analytics & Optimization: GA4, Google Tag Manager, Google Search Console, technical SEO, website performance analysis, conversion optimization, A/B testing, audience and content performance reporting

Design & UX: Adobe Photoshop, Adobe Illustrator, Figma, responsive design, UI implementation, accessibility

AI & Development Tools: OpenCode, AI coding models, task-focused agents, debugging, research, documentation, code-review and quality-assurance workflows

Project & Delivery: Agile workflows, requirements gathering, QA, technical documentation, stakeholder management, cross-functional coordination, project prioritization

Core Capabilities

Full-Lifecycle Web Development
Advanced WordPress Development
Custom Themes & Plugins
Front-End Development
Responsive Web Design
UI/UX Implementation
Website Performance Optimization
API & Third-Party Integrations

Technical SEO
Web Analytics & Measurement
Conversion Optimization
Customer Journey Optimization
Accessibility & WCAG Compliance
Cross-Browser & Device Testing
Quality Assurance
Content Architecture

Website Governance
Technical Documentation
Project Management
Stakeholder Collaboration
Cross-Functional Delivery
Process Improvement
AI-Assisted Development

Professional Experience

Fox School of Business at Temple University | Philadelphia, PA

Senior Web Developer | Oct 2019 - Present

Lead development, maintenance, and continuous optimization of WordPress-based digital experiences supporting prospective students, current students, alumni, faculty, academic programs, events, and institutional marketing initiatives.

- Lead web projects from discovery and requirements through architecture, development, QA, launch, measurement, documentation, and ongoing optimization.
- Develop and maintain WordPress websites, custom themes, plugins, templates, reusable components, and Advanced Custom Fields implementations.
- Build responsive front-end experiences using HTML, CSS, JavaScript, React, PHP, and WordPress development standards, with Node.js supporting modern development and build workflows.
- Translate complex marketing, content, user, and business requirements into scalable, maintainable web solutions.
- Support Salesforce, API, CRM, analytics, and third-party integrations across WordPress and Drupal environments.
- Partner with marketing, communications, admissions, creative, leadership, and technical teams to define requirements and deliver digital initiatives.
- Improve customer and applicant journeys through UX, content architecture, analytics, search insights, A/B testing, and conversion-focused optimization.
- Implement technical SEO and web measurement using GA4, Google Tag Manager, and Google Search Console.
- Build automated workflows with Zapier to connect forms, marketing platforms, and business processes.
- Conduct cross-browser, device, accessibility, functionality, and regression testing, including WCAG-based remediation.
- Perform ongoing audits, troubleshooting, maintenance, performance optimization, and continuous improvement across a large web ecosystem.
- Create technical documentation, governance standards, QA processes, and repeatable workflows that improve consistency and maintainability.
- Coordinate intake, prioritization, stakeholder communication, and cross-functional delivery across hundreds of annual web requests and initiatives.

- Mentor student developers through training, troubleshooting, code review, and quality assurance.
- Integrate AI-assisted development tools and task-focused agents into research, planning, debugging, coding, documentation, and quality-review workflows.

Middle Bucks Institute of Technology (MBIT) | Jamison, PA

WordPress Instructor | July 2019 - Sep2019

- Taught WordPress website design, development, content management, and foundational web concepts.
- Created and delivered lesson plans, demonstrations, exercises, and presentations for students with varying technical experience.
- Explained technical concepts clearly and provided hands-on troubleshooting and project guidance.
- Tracked student progress and collaborated with administrators and faculty to support learning objectives.

Miles Technologies | Lumberton, NJ

Front-End WordPress Web Developer | Feb 2018 - Feb 2019

- Developed and maintained responsive WordPress websites for B2B and B2C clients across multiple industries.
- Converted approved designs and business requirements into production-ready front-end experiences using WordPress, HTML, CSS, JavaScript, and PHP.
- Customized WordPress themes, plugins, WooCommerce functionality, and third-party integrations based on client requirements.
- Improved technical SEO, usability, responsive behavior, page performance, and conversion opportunities.
- Implemented Google Tag Manager and supported Google Analytics and Google Ads measurement for marketing campaigns and website performance.
- Performed cross-browser, device, functionality, usability, and quality-assurance testing prior to launch.
- Collaborated with marketing, design, development, account, and client teams throughout the project lifecycle.
- Troubleshot production issues, maintained existing websites, and implemented ongoing enhancements based on client and business needs.

Mobius New Media (Now NuPoint Marketing) | Wilmington, DE

Front End Web Developer & Project Manager | Aug 2007 - April 2017

Progressed from web development into project management and production leadership during nearly a decade with a full-service digital agency.

- Developed websites from approved designs, specifications, requirements, and client feedback.
- Built and maintained WordPress and Drupal content-management systems.
- Collaborated with design, development, marketing, account, and client teams throughout the project lifecycle.
- Managed project requirements, schedules, milestones, deliverables, budgets, and client expectations.
- Identified technical and production risks early and coordinated solutions to keep projects moving.
- Conducted responsive, usability, SEO, browser, and quality-assurance testing.
- Served as a trusted client contact, translating business goals into practical digital solutions.
- Helped oversee design and development production processes and team workloads.
- Introduced workflow and production improvements that increased efficiency and supported stronger project profitability.

Featured Work

Fox School of Business – Temple University - fox.temple.edu

Ongoing WordPress development, optimization, accessibility, analytics, governance, and digital experience improvements across a large higher-education web ecosystem.

School of Sport, Tourism and Hospitality Management – sthm.temple.edu

Custom WordPress theme and plugin development focused on scalability, responsive design, accessibility, performance, and long-term maintainability.

Discover Fox – Fox School of Business – fox.temple.edu/discover

Custom WordPress development supporting prospective-student discovery through reusable components, responsive interfaces, accessible experiences, and flexible content management.

Fox Focus Digital Publication – fox.temple.edu/fox-focus-archive

Developed and evolved a modern digital publication experience supporting alumni engagement, editorial storytelling, responsive content delivery, and long-term publishing needs

Professional Development

- **Google Analytics 4 Certification:** Measurement strategy, event-based analytics, reporting, audience insights, and digital performance analysis
- **HubSpot Certification:** CRM, inbound marketing, lead management, campaign support, and marketing automation fundamentals
- **AI Certification (in progress):** focused on practical AI applications, workflow integration, prompt strategy, automation, and responsible use