



## MACARIO JAMES DELACRUZ

WORDPRESS & FRONT-END WEB DEVELOPER | [MACARIOJAMES.COM](http://MACARIOJAMES.COM)  
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### PROFILE

Macario has over seven years of experience as a WordPress and front-end web developer. Although he concentrates on projects using PHP and JavaScript, he has developed projects using various technologies. He's actively developing new projects using WordPress Rest API and Twilio API. He has worked for an Inc. 5000 company as well as several boutique studios and a University. His experience with various tech gives him the ability to quickly integrate into any project and work out the best solution possible!

### SKILLS & TECH

WordPress, PHP, JavaScript, HTML5, CSS3, jQuery, Shopify, Squarespace, SEO, SASS, Sublime Text 3, CodeKit, Bootstrap, wp-cli, Terminal, Git, WordPress Rest API, Twilio API, ACF WP plugin, Photoshop, Front-end Development, Illustrator, InDesign, Custom Facebook/Twitter apps, Scrum

### EMPLOYMENT & EXPERIENCE

#### WEB DEVELOPER • LOYOLA UNIVERSITY • 2016 – 2017

- Led the high-priority design and development of Loyno.edu redesign; first mass redesign in over four years
- Created two custom starter themes to quickly roll out mini-sites using WordPress
- Developed a social media feed plugin using PHP for Instagram and Twitter Feeds
- Introduced Git workflow and SASS pre-processing to the team for speedier development
- Designed and coded new events calendar system using WordPress
- Designed and coded a Humans of New York inspired website using WordPress for student-focused project
- Created custom Google Maps plugin to highlight points of interest on a map; scrollable and clickable to show a user brief description and directions to location
- Rolled out critical campus-wide promotional mini-sites for students and parents to inform of news and gather information
- Created password protected WordPress site for internal-use only, gathering data via forms necessary to cut campus spending
- Setup staging servers on WPEngine and deployed via Git
- Advanced Custom Fields to speed-up custom WP development

#### WEB DESIGNER | WEB DEVELOPER • FREELANCE • 2010 - PRESENT

- Developed custom WordPress plugin for Wikipedia Contributions - [macariojames.com/wikipedia-contributions](http://macariojames.com/wikipedia-contributions)
- Developed a social media feed plugin using PHP for Instagram and Twitter Feeds
- Developed web app to determine daily earnings needed for a given yearly salary - [ntfn.net/make](http://ntfn.net/make)
- Coded custom Shopify theme using Liquid: [fireandwheel.xyz](http://fireandwheel.xyz)
- Designed and wrote custom JavaScript for Squarespace websites: [nomadness.tv](http://nomadness.tv) and [thebestfoodinneworleans.com](http://thebestfoodinneworleans.com)
- Written tutorials for WordPress fixes, tips and tricks
- Mobile-first development of websites using Bootstrap

## EDUCATION

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BACHELORS OF ARTS - ENGLISH  
(CREATIVE WRITING)  
2002 - 2006; 2009-2011  
HOFSTRA UNIVERSITY

## AFFILIATIONS

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Code for America - New Orleans  
Code for America - Atlanta

## AROUND THE WEB

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Macariojames.com  
Linkedin.com/in/macariojdelacruz

## CONTACT

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504.3213558

### WEB DESIGNER | WEB DEVELOPER • GOOD WORK MARKETING • 2016

- Coded PSD to WordPress websites based on Bootstrap for high profile clients
- Fixed a new client's broken site after being hacked
- Implemented Custom Post Types for WordPress websites for quick updating of content by the client; no need to contact us

### WEB DEVELOPER • SKUBA DESIGN STUDIO • 2015

- Coded 100+ assets for use in a financial web app
- Created PSD to WordPress and ExpressionEngine websites
- Developed and deployed websites version controlled with SVN

### WEB DEVELOPER • SEARCH INFLUENCE • 2013 - 2015

- Coded PSD mockups to WordPress based on Bootstrap
- Developed custom WordPress plugins and themes for clients
- Joomla!, Drupal, Wix, Squarespace, and non-CMS migrations to WordPress
- SEO optimization
- Taught monthly classes to employees on HTML/CSS and WordPress resulting in increased upsells and signed clients
- Remote server deployment and security monitoring
- Custom PHP and JavaScript to alter site-wide meta data for client sites with limited CMS or FTP access
- Implemented PHP code to dynamically change phone numbers on client sites depending on visitors' geolocation

### WEB DEVELOPER | GRAPHIC DESIGNER • NOMADNESS • 2012 - PRESENT

- Designed and coded custom JavaScript for Squarespace website
- Created over a dozen apparel and other pieces of merchandise
- Grew social media following and group membership from ~1000 to over 14,000 present-day

### 2ND-TIER END USER SUPPORT SPECIALIST • HOFSTRA UNIV. • 2007 - 2013

- Fixed end-user desktop and network issues for 3,000+ employees and 100+ classrooms
- In-field and telephone troubleshooting for Mac, Windows XP/7/8, and Linux computers
- Troubleshooting and fixing of printer hardware -- Lexmark, HP, and Canon
- Trained 100s of employees during campus-wide email system migration from Novell GroupWise to Microsoft Exchange
- Obtained certifications including: Lenovo, Apple Certified Mac Technician, Network+, A+, and Windows certifications