JEREMY SELPH

Principal WordPress Engineer | Technical Solutions Architect

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PROFESSIONAL SUMMARY

Senior Technical Solutions Expert with 21+ years of experience architecting and building high-performance, enterprise-scale web applications. Automattic Certified Advanced Professional WordPress Developer and Codeable Certified Expert (Top 2%). Specialized in WordPress coding standards, WooCommerce ecosystem scaling, and serverless AWS infrastructure. Proven track record of delivering mission-critical back-end systems for high-traffic environments, combining deep engineering expertise with a consultative, stakeholder-focused approach.

CORE TECHNICAL SKILLS

- **Backend Engineering:** PHP 8.x (Expert), Node.js, Python, MySQL, REST APIs.
- **WordPress Ecosystem:** WordPress Coding Standards, WooCommerce Core/Templates, Gutenberg Block Development (React), Multisite Configuration, WP-CLI, Hook/Filter Design.
- **Cloud & DevOps:** AWS (Lambda, Step Functions, S3, DynamoDB, EC2), Docker, Lando, CI/CD, Version Control (Git).
- **Optimization & Testing:** Performance Profiling (New Relic, xDebug, PHP-SPX, KCacheGrind), Automated Testing (PHPUnit), Coding Standards (PHPCS, ESLint, StyleLint).
- **Frontend Integration:** JavaScript (ES6+), React.js, SCSS/CSS3, Figma/Photoshop-to-Code.

PROFESSIONAL EXPERIENCE

SENIOR CONTRACT WORDPRESS ENGINEER | Antisyphon Training
Remote | March 2024 – February 2026

- Architected enterprise-grade WooCommerce templates and custom Gutenberg blocks using React/PHP to enhance content workflows.
- Integrated LinkedIn and YouTube APIs to automate cross-platform content distribution and social engagement tracking.
- Enforced rigorous WordPress Coding Standards by implementing and maintaining PHPCS, ESLint, and StyleLint configurations across team repositories.
- Engineered a high-capacity (20GB+) bulk media uploader leveraging AWS S3 and JavaScript for optimized asset management.
- Modernized legacy codebases through systematic refactoring and updated CI/CD pipelines via GitLab to ensure stable, automated deployments.
- Collaborated on technical discovery and project estimation within an Agile/Jira environment.

CONTRACT SOLUTIONS ENGINEER | Securix Systems
Remote | July 2021 – February 2024

- Designed and deployed serverless AWS architectures (Lambda, Step Functions, DynamoDB) to power high-traffic license plate recognition APIs.
- Engineered custom queue systems to process large-scale data streams, ensuring system resilience and scalability.

- Developed custom Full Site Editing (FSE) themes and Gutenberg blocks using ACF for law enforcement review systems.

PRINCIPAL WEB ENGINEER (CONTRACT) | Codeable
Remote | March 2019 – Present

- Selected for specialized WordPress VIP, WordPress DIFM, and WooCommerce Team Projects, delivering high-stake solutions for enterprise-level clients.
- Ranked in the top 2% of global WordPress experts, maintaining a 4.98/5-star rating over hundreds of complex projects.
- Developed high-transaction custom plugins, including a lottery subscription system integrated with WooCommerce, Stripe, and Klaviyo.
- Executed deep-level API integrations for enterprise platforms including Salesforce, NetSuite, and Getro.
- Performed advanced performance profiling and database optimization for high-traffic sites using New Relic and xDebug.

CONTRACT WORDPRESS DEVELOPER | Mequoda Systems
Remote | April 2015 – April 2022

- Led the technical re-development of high-authority publishing sites (e.g., Harvard PON) using WordPress and WooCommerce.
- Architected custom Facebook/Meta API integrations, syncing Lead Ads data directly with WordPress to streamline marketing workflows.
- Architected a custom email marketing API framework for dynamic, behavior-based newsletter delivery.
- Resolved complex architectural bottlenecks and security vulnerabilities in enterprise-scale WordPress networks.

CEO & PRINCIPAL DEVELOPER | Reactive Development
Lakewood, NJ | January 2012 – Present

- Founded and scaled a technical consultancy providing end-to-end web solutions, serverless architectures, and team leadership for diverse client portfolios.
- Oversee full SDLC, from requirement gathering and architectural design to CI/CD and long-term maintenance.

WEB APPLICATION DEVELOPER | Aurora Multimedia
Morganville, NJ | February 2007 – September 2008

- Designed and engineered customizable A/V control applications for high-profile enterprise clients, including **Google** and **USGA**.
- Created complex web-based control interfaces for enterprise A/V components using Flash and JavaScript.

KEY CERTIFICATIONS

- **Advanced Professional WordPress Developer** | Automattic Inc. (Jan 2026)
- **Codeable Certified Expert** | Codeable (March 2015)
- **Certified PHP Developer** | W3Schools (May 2019)

EDUCATION

Associate in Multimedia and Web Design
Art Institute of Philadelphia | Philadelphia, PA