Jacqueline Dyach

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Open to Dallas On-Site or Hybrid • Open to Remote

PROFESSIONAL SUMMARY

Dallas-based Senior WordPress Developer with 15+ years of experience building, migrating, and maintaining high-performing websites for agencies and in-house marketing teams. Expert in custom theme and plugin development, multisite architecture, and interactive web tools. Proven ability to lead full website lifecycle projects, including redesigns, migrations, performance optimization, and long-term platform ownership. Strong collaborator with designers, marketers, and stakeholders to deliver scalable, user-focused web experiences.

CORE SKILLS

WordPress & CMS
WordPress Development • Custom Themes • Custom Plugins • Multisite • WooCommerce • Advanced Custom Fields (ACF) • CMS Migrations

Development
HTML5 • CSS3 • JavaScript • jQuery • PHP • MySQL • Responsive Design • Mobile-First Development • Bootstrap

Tools & Platforms
Google Analytics • Technical SEO • WP Engine • AWS • cPanel • Git • API Integrations • Zendesk

Performance & UX
Website Performance Optimization • Page Speed Improvements • Accessibility Best Practices • A/B Testing • Conversion Optimization

Collaboration
Agency Environments • Marketing Teams • Client Communication • Documentation • Agile Workflows • Project Scoping

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PROFESSIONAL EXPERIENCE

Screen Innovations — Austin/Dallas, TX
Senior WordPress Developer | Apr 2018 – Jan 2026

Lead developer responsible for architecture, development, and maintenance of multiple brand websites for a national manufacturer.

Key Contributions

- Architected and launched WordPress multisite network supporting 5 brand properties
- Developed custom WordPress themes and plugins for marketing and product teams

- Led website redesigns, migrations, and performance improvements
- Implemented Google Analytics tracking, ad campaigns, and reporting
- Collaborated with marketing stakeholders on UX, landing pages, and campaigns
- Maintained and enhanced all company web properties
- Documented CMS workflows and internal processes for non-technical teams

Selected Projects

- Rebuilt flagship website into scalable multisite architecture
- Developed interactive product-selection tools and calculators
- Built Fabric Wizard tool to filter and display large product catalog
- Created conditional-logic forms for lead generation
- Integrated Zendesk chatbot and support knowledge base
- Built commercial, shade, support, and blog subsites using shared theme framework
- Developed resource library and download center

Technologies: WordPress, PHP, JavaScript, jQuery, MySQL, HTML, CSS, AWS, WP Engine

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Mercury Studio — Royal Oak, MI
Lead Front-End / WordPress Developer | Feb 2009 – Feb 2018

Lead front-end developer at digital agency delivering websites and web applications for national brands and organizations.

Key Contributions

- Developed 100+ websites from concept through launch
- Built custom WordPress themes and CMS solutions
- Migrated legacy CMS sites to WordPress
- Collaborated with designers, backend developers, and clients
- Delivered responsive, SEO-optimized marketing websites
- Scoped and estimated development timelines for projects

Notable Clients
 Chick-fil-A • Carhartt • Honda • Ford • GM • Mazda

Additional Work

- Built registration portals and internal web tools
- Developed interactive catalogs and training platforms
- Created HTML5 training courses integrated into LMS via SCORM

Technologies: WordPress, HTML, CSS, JavaScript, jQuery, PHP, LMS, Adobe Creative Suite

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EDUCATION

BFA, Graphic Design
College for Creative Studies — Detroit, MI