

Ralph Watts

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EXPERIENCE

Benchworks (Remote) — Web Developer

February 2023 - Current

- One of two developers on all Benchworks front-end and back-end development projects.
- Develop sites primarily using NextJS and SCSS, with additional experience in VueJS, HubSpot, WordPress, Bootstrap, Handlebars, and static HTML as needed per client requests.
- Lead all WordPress development, including fully custom Gutenberg block and theme builds or _Underscores-based theme development.
- Build responsive landing pages and marketing sites, collaborating closely with designers in XD, Figma, and Photoshop to ensure pixel-perfect, 1:1 design implementation.
- Complex web form development, using Formik to build battle-tested forms in React with several layers of validation and unit testing.
- Implement complex and accurate custom event tags in Google Tag Manager for analytic teams.
- Develop end-to-end testing/unit testing on React/NextJS sites with playwright and jest.
- Contracted with large Pharmaceutical companies such as Pfizer, MTPA, Ironshore and others on marketing and functional projects.
- Manage version control and CI/CD pipelines in Bitbucket/Git for seamless deployment and hosting integration.
- Lead email development and deployment across multiple platforms (Pardot, Veeva, OCE, Litmus), introducing MJML to streamline production and ensure consistency across ESPs.
- Built a custom nodemailer app to quickly send bulk test emails with HTML email templates we're building to internal QA teams.
- Manage Email campaigns through Pardot, from HTML development, to list management and deployment.
- Develop HTML5 Google Ad Banners.
- Collaborate with IT and hosting teams to manage client sites, overseeing updates and deployments from staging to production.

SKILLS OVERVIEW

React, NextJS, HTML, CSS, Javascript, jQuery, GatsbyJS, Astro, React Native/Expo, VueJS, Handlebars

CSS and JS frameworks & libraries (e.g., Bootstrap, TailwindCSS, Flexbox, Grid, Mapbox, ChartJS)

WordPress, Elementor, Hubspot, Shopify & dozens of other CMS'

Email development and marketing (e.g., Salesforce/Pardot, Veeva, Mailchimp, Iterable [webhook and workflow setup], Litmus, MJML, etc.)

e2e testing (Playwright/Jest), performance testing, load testing & debugging

Web server management (AWS, Docker, Apache)

Search Engine Optimization (e.g., SEM Rush, GTM, Lighthouse auditing, Schema,)

Website analytic reporting (e.g., Search Console, GA4)

Adobe Suite, Figma, Sketch

Email, Domain & Server Management

Source control (Git)

Coinme (Remote) — Marketing Web Developer

August 2021 - December 2022

- Sole frontend and backend developer for all of coinme.com.
- Built dynamic crypto price pages with real-time Nomics API data in PHP and visualized pricing trends using Chart.js.
- Developed a custom Mapbox GL JS store locator for 44K+ locations, featuring interactive map markers, filters, and popups.
- Migrated WordPress to AWS Lightsail, managing Bitnami server configuration, security, and version control across staging and production.
- Performed site-wide A/B testing to optimize user experience and improve ROI on paid advertising.
- Integrated Appsflyer Smart Script to improve web-to-app attribution tracking and measure marketing effectiveness.
- Developed educational content for Coinme Learn and CryptoLiteracy.org, including an interactive quiz that delivered results via a Zapier-Iterable webhook.
- Supported the React app team with updates and served as the go-to resource for Nomics API implementation to ensure consistent data across all platforms.
- Monitored Google Search Console, Analytics, and Microsoft Clarity to analyze user journeys and behavioral patterns.
- Optimized site content using SEMrush insights from competitive analysis, search rankings, and keyword volume.
- Managed large datasets in Google Sheets and generated CSVs for multiple internal software needs (44K+ locations)..
- Developed and maintained PHP scripts leveraging large datasets and Google APIs to enrich location data.

Doctors Internet, Rye Brook, NY— Technical Director

January 2018 - August 2021

- Directed the development of modular, scalable components across multiple CMS and framework ecosystems (WordPress, Drupal, ASP.NET, PHP), establishing standards for maintainability and reusability.
- Oversaw all website launches (~10 per week), ensuring proper 301 redirects, SEO optimization, and marketing tag implementation prior to deployment.
- Managed hundreds of domains and 10+ Rackspace and GoDaddy servers, including DNS configuration, server troubleshooting, WordPress site recovery, and domain transfers.

- Configured and maintained client email systems, ensuring proper DNS setup, account migrations, and Outlook integration.
- Created 10+ reusable HTML templates to accelerate company-wide site production, supporting the launch of dozens of websites per week.
- Identified and resolved JavaScript and jQuery conflicts to ensure consistent site functionality and performance.

Doctors Internet, Rye Brook, NY— *Web Developer / IT Manager*

March 2015 - January 2018

- Designed and developed user-friendly websites using HTML, CSS, JavaScript, JSON, jQuery, WordPress, and PHP with a strong focus on UX.
- Developed modular components for hundreds of websites across platforms including WordPress, Drupal, ASP.NET, and custom PHP builds, adapting seamlessly to any CMS or framework.
- Managed a high-volume support queue, efficiently resolving hundreds of client website and technical requests each week.
- Identified and resolved JavaScript and jQuery conflicts to ensure consistent site functionality and performance.
- Completed 100s of support tasks weekly