Steven Zimmer

Full stack problem solver specializing in modern web technologies, CMS platforms, and growth marketing.

Rocklin, Ca.
webdevzim@gmail.com

Independent – *Full Stack Web Developer*

Oct 2022 - Present

- Led the technical overhaul of user registration, SSO, and checkout processes, enhancing user experience and conversion rates for e-commerce websites throughout rebrand initiatives.

- Unified multiple web properties into a single, streamlined headless CMS architecture, achieving optimal performance and scalability on AWS.

- Implemented global search functionality across all web domains using ElasticSearch, significantly improving search efficiency and user navigation.

- Coordinated the redesign of websites and email templates, seamlessly integrating the marketing tech stack with CMS platforms to enhance consistency and engagement.

Intertrust – *Web Engineer*

Oct 2019 - Oct 2022

- Engaged in interdisciplinary collaboration to develop and expand dynamic, data-centric web properties, aligning technical solutions with marketing, design, and branding goals.

- Crafted custom email templates compatible across major email clients, ensuring a coherent and engaging user experience.

Udemy — *Growth Engineer*

Oct 2016 - Oct 2019

- Spearheaded the technical strategy and execution for launching a new B2B product offering, contributing to market penetration and user base expansion.

- Managed full-stack web development, established a systematic A/B testing routine, and integrated marketing technologies to drive user engagement and conversion.

Anaplan — *Web Manager*

Oct 2014 - Oct 2016

- Directed the development and launch of custom WordPress sites, focusing on user experience, search optimization, and marketing automation to elevate web presence and lead generation.

UNIVERSITY

UC Berkeley: Bachelor of Science (Grad:2014)

PORTFOLIO

webdevzim.com

PROFILES

github.com/stevenzimmer
linkedin.com/in/webdevzim

FRONTEND

HTML/CSS, JavaScript, TypeScript, React, Redux, Liquid, D3, TailwindCSS

BACKEND

WordPress, Next JS, Remix, Node JS, PHP, Laravel Python, AWS, NoSQL, PostgreSQL, MySQL, Nginx, Headless CMS, GraphQL, Prisma, Express

TOOLS

Git, Docker, CI/CD, GitHub, Command line, Webpack, Vite, Hubspot, Shopify, Contentful, Salesforce, Marketo, Pardot, Figma, Adobe, Google Suite

MILITARY EXPERIENCE

U.S. Air Force — *Missile and Space Systems Technology*

Nov 2002 - Oct 2012

- Maintained top-secret security clearance, serving as both an Instructor of Technology and Cruise Missile Technician, contributing to mission-critical operations and technical training.