

# MAX HARRIS

Senior CMS Consultant · Marketing Technology Specialist

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CMS specialist with 14 years of experience helping SaaS marketing teams build faster, more effective web systems. Deep expertise in WordPress architecture, content migrations, and marketing technology integrations — with a proven track record of reducing developer dependency, preserving SEO through platform transitions, and empowering non-technical teams to manage content independently. Equally comfortable writing PHP and building custom Gutenberg blocks as I am running a training session or advising on AI-assisted content workflows.

## CORE SKILLS & TECHNOLOGIES

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<b>CMS Platforms</b>	WordPress, Contentful, Shopify, Statamic, Strapi, Webflow, Framer
<b>MarTech</b>	HubSpot, Marketo, Google Analytics 4, Google Tag Manager, Yoast SEO, Klaviyo
<b>Development</b>	PHP, JavaScript, React, HTML5, CSS3, MySQL, Python, REST APIs, Git/GitHub
<b>Practices</b>	Content migration, SEO preservation, performance optimization, team training, sprint planning, stakeholder communication

## WORK EXPERIENCE

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**Self-Employed** Mar 2024 – Present

**Senior CMS & Web Consultant** Remote

### Aera Technology

- Sole developer on Aera's headless Contentful/React/Heroku site — managed content operations and shipped new React templates from Figma while planning the WordPress migration in parallel
- Built React templates for Aera Hub 2025 conference (speaker listings, session schedule, HubSpot-gated video access) and two Gartner campaign landing pages with dynamic testimonial slider
- Executed Contentful-to-WordPress migration: 300+ content items, custom theme with 15+ templates, zero SEO impact, PageSpeed 90+, on a 7-week holiday-season timeline
- Built Skills section from scratch — 60+ CPT entries, two taxonomies, AJAX-powered archive with live filtering, gated video modals, and full ACF field architecture
- Trained 8 Marketing team members across three sessions; reduced developer dependency for routine updates by ~80%

### Nulogy

- Built a reusable Gated Content Gutenberg block plugin (React, Webpack, Babel) — editors can gate any asset on any page via HubSpot form without touching code
- Developed Accordion, Lightbox, and tag-based content recommendation blocks; styled HubSpot RAW HTML form embeds to match brand with inline validation
- Full site audit via PHP CodeSniffer; resolved Firefox compatibility issues, JS/CSS conflicts, and HubSpot script loading errors

**Labrador Friendship Centre · (with mentee)**

- Led Microsoft 365 rollout for a 90-person nonprofit — provisioned email, Teams, SharePoint, OneDrive, and a digital timesheet system across a largely non-technical staff
- Delivered manager training for 5 staff; coordinated setup with on-site IT contact over a 3-month engagement

### **Indigenous Friends Association · IndigiTECH Program** Sep 2023 – Feb 2024

#### **Web Development Instructor & Curriculum Developer** · Remote

- Developed 28 lesson plans for a full-time 12-week web development program serving First Nations, Inuit, and Métis students — daily lectures and hands-on workshops
- Mentored 10 students through HTML/CSS/JS, WCAG, Git, and Figma-to-code workflows; ~half the cohort secured internships at East Side Games and Accenture
- PM'd the cohort's capstone — a responsive, accessible website for nonprofit 'If These Lands Could Talk' — overseeing Git workflow, code reviews, and deployment

### **Trustworthy** Oct 2022 – Jun 2023

#### **Full Stack Engineer** · Remote (USA)

- Maintained and extended Statamic CMS marketing site; built components from Figma including responsive header, pricing calculator, and ROI calculator
- Restructured navigation, homepage, and pricing matrix to support company's B2C-to-B2B pivot; implemented Resource Hub, Guides section, and gated content forms
- Migrated Statamic from Heroku to AWS; upgraded UA to GA4; built React components for Framer-based site version — laid off in company-wide 50% reduction, June 2023

### **SparkPost (acquired by MessageBird)** Apr 2019 – Oct 2022

#### **Frontend Engineer & CMS Specialist** · San Francisco / Remote

- Migrated 160+ page marketing site from Kinsta to WordPress VIP; replaced legacy PHP/page builder architecture with Full Site Editing and 10+ custom React-based Gutenberg blocks
- Ported developer docs from WordPress to a headless React/Markdown architecture — decoupled from marketing site and embeddable directly in the product app
- Prototyped headless WordPress with Gatsby; integrated GA4, GTM, HubSpot, and A/B testing; led Port25 website sunset
- Supported final transition to Webflow; department eliminated following MessageBird acquisition

### **Chairish** Jan 2016 – Mar 2018

#### **Full Stack Engineer** · San Francisco, CA

- Shipped e-commerce features and REST API endpoints on Python/Django stack with a team of seven engineers
- Architected 'Pinkbook' dynamic pricing guide using Elasticsearch; launched WordPress blogs for Chairish and DECASO; built plugin to embed live listings in posts

### **Independent** Nov 2013 – Dec 2015

#### **Freelance Web Developer & Consultant** · San Francisco, CA

- Custom WordPress builds including theme/plugin development, WooCommerce, and SEO — clients included Hewlett Packard
- React components for a healthcare app redesign at Redshift Digital; UX flows for a multi-user Angular app at Conteneo

### **Ticketfly** Jun 2012 – Oct 2013

#### **WordPress Theme Designer** · San Francisco, CA

- Designed and customized 80+ WordPress sites for event venues; trained clients on proprietary ticketing plugins

## **TEACHING & MENTORSHIP**

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**Indigenous Friends Association · IndigiTECH Program** Sep 2023 – Feb 2024

Web Development Instructor & Curriculum Developer · Remote

**General Assembly** Aug 2015 – Jun 2019

Part-Time WordPress Instructor · San Francisco, CA

**Academy of Art University** Sep 2015 – May 2017

Part-Time Instructor, Web Development · San Francisco, CA

**Girls Who Code** Jun 2018 – Aug 2018

Instructor, Summer Immersion Program · San Jose, CA

**Bay Area Video Coalition** Sep 2016 – Dec 2016

Part-Time Instructor, College Track After-School Program · San Francisco, CA

- Developed original curriculum across multiple programs – lesson plans, slides, coding exercises, and project briefs – covering HTML, CSS, JavaScript, React, WordPress, Python, and Arduino; adapted instructional materials for undergraduate, professional, and community settings
- Taught 100+ students and professionals across 20+ courses, bootcamps, and workshops spanning 10+ years; approximately half of the IFA cohort secured internships at companies including East Side Games and Accenture
- Served as Project Manager and mentor for IFA cohort's capstone project – a responsive, accessible website for a nonprofit client – overseeing Git workflow, code reviews, and deployment

## EDUCATION

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**The Art Institute of California – San Francisco** December 2011

Bachelor of Science – Web Design & Interactive Media

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US Citizen · Canadian Permanent Resident · Authorized to work in both countries · Open to remote and hybrid roles