

# Samuel E. Hadsall

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## Professional Summary

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Senior WordPress Engineer with 10+ years of experience owning backend architecture, hosting infrastructure, and performance for large-scale WordPress platforms. Deep expertise in custom plugin development, server management, DNS and SSL configuration, zero-downtime migrations, and API integrations. Proven ability to operate independently, troubleshoot complex production issues, and deliver secure, high-performance systems that scale.

## Skills Summary

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### WordPress & Backend Architecture

- Custom WordPress plugin development (OOP)
- WordPress REST API, WP-CLI, custom endpoints
- MySQL schema design, query optimization
- Secure authentication and data handling

### Hosting, Infrastructure & Performance

- Server management (WHM, cPanel, SSH)
- DNS, SSL, CDN configuration
- WordPress migrations (staging → production, zero downtime)
- Caching strategies, Core Web Vitals optimization
- Monitoring uptime and server performance

### API Integrations

- CRM and third-party API integrations
- Webhooks and data synchronization
- Internal service communication

### Frontend (Supporting)

- JavaScript, React, Vue, TypeScript
- HTML, CSS, SASS

## EDUCATION/ACHIEVEMENTS

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ITT Technical Institute

Arnold, MO

Associate of Applied Science Degree: Information Technology - Web Development

The Information Technology - Web Development program at ITT Tech taught me how to perform tasks associated with designing, creating and maintaining websites. Through classroom theory and laboratory applications, I was exposed to information on how to author with appropriate coding tools, web application of database technology and other related technical subjects.

Graduation: December 2009

GPA: 3.29

Member of the IWA (International Webmasters Association)

Certification in Advanced CSS Mechanics

## WORK EXPERIENCE

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### Senior Web Developer, 08/2015 - Present

SteadyRain - St. Louis, Mo (Soulard)

- Owned backend architecture and custom plugin development for WordPress platforms supporting high-traffic, multi-environment production deployments.

- Designed and maintained custom WordPress plugins using OOP PHP, ensuring long-term stability and extensibility.
- Implemented WordPress security best practices including authentication hardening, input sanitization, and secure API communication.
- Led WordPress migrations across environments with minimal to zero downtime.
- Integrated WordPress with external APIs and internal services to support complex data workflows.
- Managed performance optimization initiatives including caching, database tuning, and frontend build pipelines.
- Troubleshoot production issues across server, database, and application layers.

**Senior Web Developer, 04/2014 - 08/2015**

**Go Vertical Creative - Bridgeton, MO**

- Collaborated with clients to gather requirements, assets, and define project timelines, ensuring clear communication and alignment with goals.
- Managed web servers using WHM (Web Host Manager) and SSH, including configuration and maintenance of cPanel accounts and databases for seamless operation.
- Developed and maintained custom WordPress themes, implementing designs and functionality based on specifications from design teams.
- Partnered with SEO specialists and copywriters to optimize website content and enhance search engine rankings and user engagement.

**Web Developer, 12/2011 - 04/2014**

**Design Hardware & Mesker Door - Chesterfield, MO**

- Maintained and enhanced the company's website, improving functionality and user experience using HTML5, CSS3, jQuery, PHP, JavaScript, and SQL.
- Conducted cross-browser testing (Firefox, Google Chrome, IE8/7) to ensure consistent performance and usability, making necessary adjustments to address compatibility issues.
- Collaborated with content writers to implement SEO best practices and update website content to boost visibility and rankings.
- Provided technical training to co-workers on website management and other computer-related issues, fostering technical proficiency within the team.
- Researched and implemented emerging web technologies, ensuring development adhered to industry best practices.
- Developed the company's first mobile app for Android and iOS platforms using jQuery Mobile and PhoneGap Build, enabling expanded customer engagement on mobile devices.

**Entry Level Web Developer, 03/2011 - 12/2011**

**WSI (We Simplify the Internet) - St. Charles, MO**

- Developed and maintained CMS-driven websites using WordPress and DotNetNuke.
- Supported content updates, cross-browser testing, and client training across multiple platforms.