

Dave McMillan

📍 Longview, TX, USA ✉ dmcmillan@getrelative.com ☎ +1(903)746-0525 📧 in/hooksetdeep 🌐 getrelative.com

SUMMARY

Senior Creative Technologist with a decade of experience transforming digital operations through innovative full-stack development and strategic leadership. Core competencies include developing scalable web applications using WordPress, PHP, Vue.js, Laravel, and REST APIs, alongside managing complex multichannel e-commerce ecosystems across Amazon, Walmart, and WooCommerce. Proven expertise in SEO optimization, Google Ads campaign management, and process automation, with a strong record of directing cross-functional teams, launching internal tools, and implementing branding strategies that increase revenue and operational efficiency.

EXPERIENCE

Marketing Manager

East Texas Carports

March 2025 – Present, Longview, TX

- Led end-to-end WordPress development: wireframing, custom themes, front/back-end, plugins, REST APIs, and database tuning.
- Designed a scalable, conversion-driven website to enhance engagement and boost sales.
- Executed multi-channel marketing campaigns: Meta ads, rebranding, video production, and digital/print promotions.
- Managed and grew social media presence across Facebook, Instagram, X, LinkedIn, YouTube, and TikTok.
- Created SEO-optimized blog content; performed keyword research with RankMath and Screaming Frog to increase organic traffic.
- Deployed productivity tools (Basecamp, IdeaRoom, Google Workspace) to streamline team workflows.
- Drove a 40% increase in sales revenue by leading strategic digital initiatives.
- Built regional partnerships and influencer collaborations to expand brand reach and strengthen market positioning.

Creative Manager

BH-USA

September 2023 – February 2025, Longview, TX

- Launched and managed offsite creative division; built and led cross-functional team across design, e-commerce, and warehouse ops.
- Oversaw digital, print, and video creative workflows while managing web development, marketing, and IT.
- Directed branding and multi-platform marketing campaigns; led weekly creative reviews and approved all corporate assets.
- Served as key liaison between creative division and HQ to maintain brand consistency and strategic alignment.
- Managed office/warehouse operations, purchasing, onboarding, and staff training; mentored e-commerce manager.

Web Developer

BH-USA

January 2021 – September 2023, Longview, TX

- Led front/back-end development for multiple websites, ensuring performance, responsiveness, and seamless UX.
- Served as technical lead on complex builds (Vue.js, Laravel, Angular); developed Customer Service Dashboard.
- Integrated internal systems with WordPress/WooCommerce for real-time orders, returns, accounts, and reporting.
- Built REST API and webhook connections between WooCommerce and QuickBooks to automate order and customer data sync.
- Deployed touchscreen and handheld tech to improve warehouse efficiency.
- Created internal tools, including live chat and company-wide SMS communication systems.
- Designed SEO-optimized, mobile-first themes with strong UI/UX principles.
- Managed content strategy, product data, and digital marketing in parallel with dev responsibilities.

E-Commerce & SEO Manager

BH-USA

December 2015 – January 2021, Longview, TX

- Managed 70,000+ WooCommerce products; led content creation, SEO, pricing, photography, and workflow automation.
- Launched on Amazon Vendor Central, Walmart Marketplace, and Overstock with full order system integrations.
- Collaborated with dev teams to automate workflows between WooCommerce, UPS WorldShip, and QuickBooks.
- Directed SEO strategy and site optimization; managed Google Ads (Search, Display, Video, Analytics certified).
- Oversaw IT systems including Sage ACT!, email, Google Merchant Center, and Shopper Approved.
- Acted as primary liaison with web agency; handled QA, testing, bug tracking, and feature planning.
- Led feature development from scoping to deployment, aligning with business objectives and timelines.
- Delivered monthly KPI reports on traffic, ad performance, and e-commerce metrics for leadership.

PROJECT

Kerry's Custom Woodwork

Freelance / College Project • kerryscustomwoodwork.com/ • December 2022 – Present

- Created custom saw blade logo and brand identity using black/orange color scheme reflecting craftsmanship.
- Built responsive WordPress site with custom portfolio galleries and mobile-first design for woodworking business.
- Optimized site for local craftsmanship searches using Yoast SEO, Google Analytics, and targeted keywords.
- Created accessible website with WCAG 2.1 compliance including high-contrast colors, keyboard navigation, and screen reader compatibility.
- Built interactive contact forms with spam protection and automated confirmation messaging for client inquiries.
- Optimized site performance through image compression, lazy loading, and responsive image delivery for fast loading times.

- Provide ongoing monthly maintenance including content updates, security patches, performance monitoring, and analytics reporting.

Lucky Lotto Events

Freelance • luckyottoevents.com/ • April 2024 – August 2024

- Migrated event management site from Wix to WordPress with custom theme and performance optimization.
- Built multi-page form system with conditional logic, Ironpay integration, and automated CRM webhook transmission.
- Built advanced WordPress plugin customizations and API integrations, reducing manual processing by 80% through automated workflows.
- Set up secure hosting with SSL and email systems, providing client training for ongoing site management.

Liberty-Danville FWSD #2

Freelance • ldfwsd2.myruralwater.com/ • May 2023 – July 2023

- Digitized company logo using Adobe Illustrator and developed responsive WordPress site with custom JavaScript/CSS3 components.
- Integrated secure payment gateway with SSL encryption and PCI DSS compliance for online bill payments.
- Enhanced rural water company template with custom sliders, forms, and navigation while maintaining cost-effectiveness.
- Provided client training and documentation for independent site management and content updates.
- Coordinated deployment with hosting provider including server configuration, domain setup, and security protocols.

EDUCATION

Associates of Applied Science – Web Design & Development Technology

Texas State Technical College • Waco, TX • 2023 • 4.0 GPA

High School Diploma

Spring Hill ISD • Longview, TX • 1999

CERTIFICATIONS

PHP Developer

Texas State Technical College • 08/2023

Web Developer

Texas State Technical College • 06/2023

Front End Designer

Texas State Technical College • 12/2022

Pre UI/UX Development Communications

Texas State Technical College • 09/2022

AWARDS & HONORS

SkillsUSA Web Design Competition

SkillsUSA • 2023

- Silver Medalist 2023 SkillsUSA Texas Web Design Competition
- 5th Place National Finalist 2023 SkillsUSA Web Design, National Level.

Board of Regents

Texas State Technical College • 2023

- 4.0 GPA, Academic Excellence.

SKILLS

Full-Stack Development: HTML5/CSS3, JavaScript, React, Vue.js, Angular, PHP, Python, Laravel, SQL, JSON with Git/GitHub version control

Frameworks & CMS: Bootstrap, Tailwind CSS, WordPress, WooCommerce, REST APIs, and responsive design implementation

UI/UX & Graphic Design: Figma, Sketch, Webflow, Adobe Creative Suite (Illustrator, Photoshop, InDesign) for branding and digital/print media

SEO & Digital Advertising: Technical SEO, RankMath, Yoast, keyword research, Google Ads, Meta Ads, and analytics reporting

Project & Product Management: Team leadership, client-focused delivery, pricing strategy, A/B testing, lead generation, and KPI tracking

Business Systems: QuickBooks, Google Workspace, CRM systems, Amazon Vendor Central, Google Merchant Center, and e-commerce automation

Technical & Creative Problem Solving: Troubleshooting, debugging, adaptability, attention to detail, IT support, and automation workflows

Content & Media Management: Social media management, YouTube channel optimization, drone operation, and specialized software (IdeaRoom, Software NiceLabel)

Soft Skills: Work Ethic, Initiative, Professionalism, Decision Making, Strategic Planning, Process Improvement, Creative Problem Solving, Creative Solutions, Multimedia Production, Visual Effects, Leadership, Mentoring, Employee Training, Career Development, Career Advancement, Team Leadership, Team Building, Cross-functional Collaboration, Conflict Resolution, Facilitation, Coordination, Communication, Adaptability, Emotional Intelligence, Active Listening, Time Management, Accountability, Critical Thinking, Innovation, Organizational Skills, Delegation, Motivation, Collaboration, Resilience, Attention to Detail, Relationship Building
