Dave McMillan

Senior Creative Technologist │ Full-Stack Web Developer │ Digital Strategist
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Professional Summary

I am a Senior Creative Technologist with over 10 years of experience in driving business growth through full-stack development, e-commerce innovation, and strategic marketing. I specialize in WordPress, PHP, Laravel, Vue.js, React, REST APIs, and multichannel e-commerce platforms like Amazon, Walmart, and WooCommerce. I have a proven track record of achieving significant results, including a 66% increase in leads, 5x more client inquiries, and a 40% boost in sales revenue. My approach combines conversion psychology, automation workflows, and SEO strategies to create scalable, high-performance digital platforms. I excel at leading cross-functional teams, streamlining operations, and turning complex business needs into measurable outcomes.

Key Achievements

- **+66% Lead Growth**: Redesigned SEO-driven WordPress site for East Texas Carports.
- **5x Client Inquiries**: Launched a branded WordPress site for Kerry's Custom Woodwork.
- **40% Sales Revenue Increase**: Implemented strategic digital initiatives at East Texas Carports.
- **-90% Late Fees**: Deployed an online payment system for Liberty-Danville FWSD #2
- **-66% Manual Workload**: Achieved workflow automation and API integrations for Lucky Lotto Events.
- **Record YOY Sales**: Managed ERP-integrated e-commerce migration at BH-USA.
- **+25% PPC ROI**: Optimized Google Ads campaigns for BH-USA.
- **14 Minutes Saved Per Order**: Automated the pick, pack, and ship process at BH-USA, reducing labor costs and increasing efficiency.

Core Skills

- **Full-Stack Development**: HTML5, CSS3, JavaScript (ES6+), React.js, Vue.js, Angular, TypeScript, PHP, Laravel, SQL, REST APIs
- **Frameworks & CMS**: WordPress, WooCommerce, Shopify, Headless CMS, Tailwind CSS, Bootstrap, API Integrations
- **UI/UX & Design**: Figma, Adobe XD, Adobe Creative Suite, Responsive Design, Accessibility (WCAG)
- **SEO & Digital Marketing**: Technical SEO, Core Web Vitals, Google Analytics 4, Structured Data & Schema, Google Ads, Meta Ads, A/B Testing
- **Project Management**: Agile/Scrum, Git/GitHub, Jira, Basecamp, Google Workspace, KPI Tracking
- **Business Systems**: QuickBooks, Amazon Vendor Central, Walmart Marketplace, E-commerce Automation

Professional Experience

Full-Stack Web Developer & Digital Strategist

East Texas Carports – Longview, TX | Mar 2025 – Present
- Led an SEO-optimized WordPress redesign with schema markup and GA4 tracking, resulting in a +66% increase in leads.
- Designed high-converting landing pages and implemented CRM automation to enhance the sales pipeline.
- Created multi-channel marketing campaigns (Meta ads, rebranding, video production) to grow market share.
- Developed a keyword-driven content strategy that improved organic rankings and engagement.
- Drove a 40% increase in sales revenue through targeted digital initiatives.

Creative & Web Development Manager

BH-USA – Longview, TX | Sep 2023 – Feb 2025
- Managed the offsite creative division, overseeing design, e-commerce, and warehouse operations.
- Led an ERP-integrated e-commerce migration that reduced fulfillment bottlenecks and increased sales.
- Directed responsive site redesigns, lowering bounce rates and enhancing engagement metrics.
- Coordinated branding, marketing campaigns, and IT infrastructure alignment across departments.

Full-Stack Web Developer

BH-USA – Longview, TX | Jan 2021 – Sep 2023
- Developed high-performance web applications using React.js, Vue.js, and Laravel to enhance site speed and user experience.
- Created a Customer Service Dashboard that cut ticket resolution time by 40%.
- Integrated WooCommerce with QuickBooks for real-time order and accounting synchronization.
- Improved SEO and Core Web Vitals, leading to increased organic traffic and conversions.

E-Commerce & SEO Manager

BH-USA – Longview, TX | Dec 2015 – Jan 2021
- Managed over 70,000 WooCommerce SKUs, optimizing SEO and metadata.
- Launched sales channels on Amazon, Walmart, and Overstock with automated backend integrations.
- Automated the pick, pack, and ship process, saving an average of 14 minutes per order.
- Enhanced PPC ROI by 25% through data-driven advertising campaigns.

Freelance Projects
- **Kerry's Custom Woodwork**: Built a branded WordPress site that increased inquiries by 5x, featuring a mobile-first design and WCAG 2.1 compliance.
- **Lucky Lotto Events**: Migrated from Wix to WordPress, reducing manual processing by 66% and increasing leads by 50% through API automation.
- **Liberty-Danville FWSD #2**: Developed a payment-enabled WordPress site that cut late fees by 90% with custom UI enhancements.

Education

Associates of Applied Science – Web Design & Web Development Technology
Texas State Technical College (4.0 GPA, 08/2023)

Certifications

- PHP Developer – TSTC (2023)
- Web Developer – TSTC (2023)
- Front-End Designer – TSTC (2022)
- Pre-UI/UX Development Communications – TSTC (2022)

Awards & Honors

- SkillsUSA Silver Medalist – Texas Web Design (2023)
- SkillsUSA National Finalist – Web Design, 5th Place (2023)
- Board of Regents Academic Excellence – TSTC (2023)