



MACARIO JAMES DELACRUZ

WORDPRESS, WEB & APP DEVELOPER
504.321.3558 | HELLO@MACARIOJAMES.COM

PROFILE

Macario has over eight years of experience as a WordPress, web and app developer. Although he specializes in projects using PHP and JavaScript, he has worked on projects using various technologies. He's currently developing projects leveraging WordPress REST APIs, building PWAs and SPAs using Vue.js, and is preparing for the *AWS Certified Solutions Architect - Associate* examination. He has worked for an Inc. 5000 company, as well as several boutique studios and three universities. His experience with various tech gives him the ability to quickly integrate into any project and work out the best solution possible!

SKILLS & TECH

HTML, CSS, JavaScript, jQuery, Vue.js, Ionic Framework, SASS, PHP, NoSQL (Firebase), Python, MySQL, WordPress, Version Control (Git), Bootstrap, Bulma CSS Framework, Twilio API, ACF, Photoshop, Illustrator, InDesign, Kanban/Scrum

EMPLOYMENT & EXPERIENCE

WEB DEVELOPER • LOYOLA UNIVERSITY • 2016 – 2017

- Led the high-priority design and development of Loyno.edu redesign; first mass redesign in over four years
- Created two custom starter themes to quickly roll out mini-sites using WordPress
- Developed a social media feed plugin using PHP for Instagram and Twitter Feeds
- Introduced Git workflow and SASS pre-processing to the team for speedier development
- Designed and coded new events calendar system using WordPress
- Designed and coded a *Humans of New York* inspired website using WordPress for student-focused project
- Created custom Google Maps plugin to highlight points of interest on a map; scrollable and clickable to show a user brief description and directions to location
- Rolled out critical campus-wide promotional mini-sites for students and parents to inform of news and gather information
- Created password protected WordPress site for internal-use only, gathering data via forms necessary to cut campus spending
- Setup staging servers on WP Engine and deployed via Git
- Advanced Custom Fields to speed-up custom WP development

WEB DESIGNER | WEB DEVELOPER • FREELANCE • 2010 - PRESENT

- Developed custom WordPress plugin for Wikipedia Contributions - macariojames.com/wikipedia-contributions
- Developed a social media feed plugin using PHP and JavaScript for Instagram and Twitter Feeds
- Developed web app to determine daily earnings needed for a given yearly salary - ntfn.net/make
- Coded custom Shopify theme using Liquid: fireandwheel.com
- Designed and wrote custom JavaScript for Squarespace websites: nomadness.tv and thebestfoodinneworleans.com
- Wrote tutorials for WordPress fixes, tips and tricks
- Mobile-first development of websites using Bootstrap, Bulma

EDUCATION

ENGLISH (CREATIVE WRITING)
2002 - 2006
HOFSTRA UNIVERSITY

AFFILIATIONS

Code for America - New Orleans
Code for America - Atlanta

AROUND THE WEB

Macariojames.com
Linkedin.com/in/macariojdelacruz

CONTACT

hello@macariojames.com
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WEB DESIGNER | WEB DEVELOPER • GOOD WORK MARKETING • 2016

- Coded PSD to WordPress websites based on Bootstrap for high profile clients
- Fixed a new client's broken site after being hacked
- Implemented Custom Post Types for WordPress websites for quick updating of content by the client; no need to contact us

WEB DEVELOPER • SKUBA DESIGN STUDIO • 2015

- Coded 100+ assets for use in a financial web app
- Created PSD to WordPress and Expression Engine websites
- Developed and deployed websites version controlled with SVN

WEB DEVELOPER • SEARCH INFLUENCE • 2013 - 2015

- Coded PSD mockups to WordPress based on Bootstrap
- Developed custom WordPress plugins and themes for clients
- Joomla, Drupal, Wix, Squarespace, and non-CMS migrations to WordPress
- SEO optimization
- Taught monthly classes to employees on HTML/CSS and WordPress resulting in increased upsells and signed clients
- Remote server deployment and security monitoring
- Custom PHP and JavaScript to alter site-wide meta data for client sites with limited CMS or FTP access
- Implemented PHP code to dynamically change phone numbers on client sites depending on visitors' geolocation

WEB DEVELOPER | GRAPHIC DESIGNER • NOMADNESS • 2012 - PRESENT

- Designed and coded custom JavaScript for Squarespace website
- Created over a dozen apparel and other pieces of merchandise
- Grew social media following and group membership from ~1000 to over 14,000 present-day

2ND-TIER END USER SUPPORT SPECIALIST • HOFSTRA UNIV. • 2007 - 2013

- Fixed end-user desktop and network issues for 3,000+ employees and 100+ classrooms
- In-field and telephone troubleshooting for Mac, Windows XP/7/8, and Linux computers
- Troubleshooting and fixing of printer hardware -- Lexmark, HP, and Canon
- Trained 100s of employees during campus-wide email system migration from Novell GroupWise to Microsoft Exchange
- Obtained certifications including: Lenovo, Apple Certified Mac Technician, Network+, A+, and Windows certifications