

# MJD

## MACARIO JAMES DELACRUZ

WEB DEVELOPER. WORDPRESS ENTHUSIAST. TECH CONSULTANT  
504.321.3558 | HELLO@MACARIOJAMES.COM

## PROFILE

I have over a decade of experience as a tech consultant, providing businesses with web/app development, IT support, and tech infrastructure planning.

While I possess a broad spectrum of knowledge and experience in technology, I am most passionate and focused on web and app design and development.

Although I keep up with the latest trending languages and frameworks, my preferred and strongest stack consists of WordPress, PHP, and JavaScript (React, vanilla, jQuery).

I'm building websites and progressive web apps using WordPress and React.

I'm the author of the upcoming book *Become a Web Developer (Guidebook)* – [guides.macariojames.com](https://guides.macariojames.com)

My experiences working for an Inc. 5000 company, several boutique studios, and three universities prepared me for the *Director of Technology* position at hospitality management company, Kirkendoll Management, overseeing the technology, websites, and apps for over a dozen global restaurant and adult entertainment club locations.

With my technology expertise, I can seamlessly integrate into any project or team and execute the right solution.

The link below is a detailed assessment of my work style and the company cultures in which I work best.

[Work Style Assessment Results](#)

## SKILLS & TECH

HTML, CSS, JavaScript, Bootstrap, SASS, JSON, React, PHP, MySQL, WordPress, WooCommerce, Gulp, Node.js, Git, Photoshop, InDesign, Illustrator, Sketch

## EMPLOYMENT & EXPERIENCE

### FOUNDER • FIFTH POCKET LABS • 2018 – PRESENT

- Designing and developing custom WordPress websites
- Developing progressive web apps using React

### DIRECTOR OF TECHNOLOGY • KIRKENDOLL MANAGEMENT • 2017 – 2019

- Lead full-stack web developer for all website properties
- Developed custom e-commerce WordPress solution
- Developed internal incident management React web app
- Developed employee recruitment PHP-based web app
- Provided back-end support for customer-facing mobile apps
- Supervised third party remote teams for app development and maintenance, and corporate networks management
- AWS facilitation and administration, including DevOps, Lightsail, EC2 deployment and configuration, RDS, scheduled backups
- Apache/Nginx Administration
- CloudFlare set up and DNS configuration
- Google G Suite Administration
- Maintained website and physical location PCI Compliance
- Inventory management of computer equipment for corporate headquarters, restaurant, and club locations
- Custodian of purchasing and requisitioning computer equipment
- Installed computers, printers, and network equipment
- Interfaced with and maintained outside tech vendor relationships
- Introduced Trello as project management and ticketing system
- Responsible for Google AdWords campaigns
- Led Marketo to MailChimp migration and configuration
- Network administrator
- Microsoft AD administrator

### WEB DEVELOPER • LOYOLA UNIVERSITY • 2016 – 2017

- Led the high-priority design and development of Loyno.edu redesign; first mass redesign in over four years: [Internet Archive](#)
- Designed and built an events calendar system using WordPress
- Designed and coded a *Humans of New York* inspired website using WordPress for student-focused project: heart.loyno.edu
- Designed and developed a Department mini-site: ccc.loyno.edu
- Developed custom WordPress themes to quickly roll out mini-sites
- Developed a social media feed plugin using PHP for Instagram and Twitter Feeds
- Introduced Git and SASS to the team for speedier development

## EDUCATION

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ENGLISH (CREATIVE WRITING)  
HOFSTRA UNIVERSITY  
2002-2006

## AFFILIATIONS

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Code for America  
National Society of Black Engineers  
Phi Beta Sigma Fraternity, Inc.  
Urban League of Young Professionals

## AROUND THE WEB

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Github.com/macariojames  
Gist.github.com/macariojames  
Linkedin.com/in/macariojdelacruz  
Macariojames.com  
Medium.com/@macariojames

## CONTACT

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hello@macariojames.com  
504.321.3558

- Created a custom Google Maps plugin to highlight points of interest on a map; scrollable and clickable to show description and directions to location
- Rolled out critical campus-wide mini-sites 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

### WEB DESIGNER + DEVELOPER • FREELANCE • 2010 - PRESENT

- Developed custom WordPress plugin for Wikipedia Contributions – macariojames.com/wucd
- 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 – ntn.net/make
- Coded custom Shopify theme using Liquid
- Designed and wrote custom JavaScript for Squarespace websites: nomadness.tv and thebestfoodinneworleans.com
- Wrote tutorials for WordPress fixes, tips and tricks

### WEB DESIGNER | WEB DEVELOPER • GOOD WORK MARKETING • 2016

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### WEB DEVELOPER • SEARCH INFLUENCE • 2013 - 2015

- Pixel-perfect PSD mockups to custom WordPress sites
- Developed custom WordPress plugins and websites for clients
- Developed and maintained custom Craft CMS websites
- Craft CMS, Drupal, Squarespace, and non-CMS migrations to WordPress
- SEO
- Remote server deployment and security monitoring

### 2<sup>ND</sup>-TIER END USER SUPPORT SPECIALIST • HOFSTRA UNIV. • 2007 - 2013

- Fixed end-user desktop and network issues for 3,000+ employees
- In-field and phone support for Mac, Windows, and Linux computers
- Troubleshooting and fixing of printer hardware
- 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