

Scott Meissler

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Summary:

I'm Scott Meissler, a Front-End Web Developer and Web Designer with 15+ years of experience building modern, high-performing websites. Over the past 7+ years, I've worked full-time with digital marketing agencies in both Front-End Developer and Lead Developer roles, delivering custom WordPress sites and supporting large-scale web projects from start to finish.

Before my agency career, I owned and operated my own website development business where I worked directly with private clients and partnered with other digital marketing firms on a freelance basis. I specialize in WordPress and have deep expertise in HTML5, modern CSS, and front-end development best practices.

I'm most often brought in for complex builds, custom functionality, and troubleshooting challenging issues on existing websites. I'm currently seeking remote opportunities, either freelance or long-term, in a web developer, web designer, or WordPress specialist role.

Experience:

Reach Marketing / Unreal Web Marketing

January 2021 - January 2026

Lead Web Developer

- Worked directly with clients to define project requirements, manage revisions, and secure approvals across key project milestones.
- Led full project lifecycle for large-scale WordPress website builds, including custom functionality and front-end development.
- Troubleshot and resolved escalated technical issues across client websites, ensuring fast turnaround and minimal downtime.
- Produced project estimates and pricing for larger projects including new builds, and feature enhancements.
- Managed ongoing maintenance and new requests for client websites, including updates, improvements, and new development work.
- Developed internal web solutions on internal sites to support marketing initiatives and SEO goals set by leadership.

- Partnered with SEO team to implement new strategies, content changes, and on-site optimizations across client and internal properties.
- Coordinated work across developers for assistance on larger projects, delegating tasks and ensuring consistent delivery and quality.
- Built reusable WordPress components (templates, plugin-based solutions, and modular page layouts) to be used by our other developers to streamline site production.
- Created modular email templates, custom emails, and form builds in Marketo to be used by internal and client teams who used these modules to create their custom emails.
- Developed modular HTML email templates in Taxi for Email using HTML/CSS and Liquid, supporting a migration from Marketo with the addition of many new modules and improvements.
- Debugged and optimized HTML emails for cross-client compatibility (Outlook, Gmail, and mobile), resolving rendering and display issues.
- Developed CSS for the front end of web applications built out by our database team.

Traffic Builders Inc.

November 2018 - June 2020:

Web Developer

- Designed, developed, and maintained custom client websites using WordPress, HTML5, and CSS3, while managing multiple projects in different stages of production.
- Specialized in full WordPress site builds and ongoing maintenance, including custom child themes, front-end development, and working within various hosting environments.
- Performed monthly maintenance for 60+ client websites, including core/plugin updates, backups, security checks, and ongoing content or layout adjustments.
- Managed project timelines and deliverables for assigned builds, ensuring work stayed within scope and budget while communicating change requests and additional costs when needed.
- Built and maintained internal company websites to support marketing efforts and promote new service offerings.
- Diagnosed and resolved technical issues across client sites, including broken layouts, theme/plugin conflicts, and general front-end bugs.
- Created estimates and pricing for new website builds and custom development requests on existing sites.

East Point Web

2010 - 2018:

Owner | Website Developer

- Built custom freelance websites to meet client requirements using modern front-end development best practices.
- Specialized in responsive, highly customized WordPress sites built to each client's specific needs.
- Managed full project lifecycle from concept through launch, including design, development, client communication, QA/testing, and ongoing site maintenance.
- Trained clients on website updates and content management through 1:1 walkthroughs and recorded tutorials.
- Generated consistent project pipeline through referrals, repeat clients, and proactive marketing efforts.
- Owned the full sales and quoting process, including estimating, scoping requirements, planning deliverables, and managing timelines.
- Developed advanced proficiency in WordPress, HTML, and CSS through daily hands-on development.

Montauk Financial Group - Red Bank, NJ

2002 - 2009:

Database Developer

- Managed and maintained the firm's corporate website, handling ongoing updates and site enhancements.
- Administered and supported a large Oracle database and multiple back-office systems; earned Oracle Certified DBA credential and developed strong SQL expertise.
- Built MS Access and Excel tools used across departments to streamline workflows and improve reporting.
- Designed data storage and cleansing processes to integrate clearing firm data and other sources into internal reporting systems.
- Produced custom financial and compliance reports, responding to ad hoc requests from department leaders for analysis and decision support.

Technical Skills: I'm highly skilled with HTML, CSS, and the WordPress CMS. I've been writing code for WordPress sites every day for several years, this is my specialty, I am a strong WordPress Developer. I also create custom javascript and PHP functions (and plugins) for the custom WordPress sites which I build in order to incorporate a vast array of features as needed per project. In addition, I have strong Web design skills and am a daily user of adobe photoshop and Illustrator. Over the years I have become very good at troubleshooting complex technical issues on WordPress websites and working problems through, step by step, to a final solution. Finally, I still have a deep understanding of databases, data analysis and reporting from the beginning of my technical career.