

# CHRIS BEECH

FULL STACK WEB DEVELOPER

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## SUMMARY

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Full Stack Web Developer with experience in custom themes, plugins, SEO, and UX optimization. Delivered a suite of custom WordPress plugins for the World Equestrian Center, boosting site performance and organic traffic. Built and maintained high-traffic client websites across WordPress, Shopify, and Webflow, ensuring security, accessibility, and fast load times. Aiming to apply this expertise to create reliable, high-impact web solutions that drive business growth.

## WORK EXPERIENCE

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### R+L Carriers | *Web Developer*

2022 - Present

- Developed and maintained websites for hotels, dining, and services in the World Equestrian Center ecosystem using PHP and JavaScript, achieving full WCAG 2.1 accessibility compliance
- Designed, built, and updated custom WordPress plugins with PHP, JavaScript, and React, enabling faster booking processing and improving overall workflow efficiency
- Optimized websites and individual pages for SEO, improving search engine visibility and organic traffic.
- Conducted performance testing and managed staged deployments with Git in an Apache-based environment, resulting in more stable releases and faster page load times
- Managed MySQL databases and API-driven integrations, ensuring reliable real-time data access for front-end applications

### Fifty Five Studios | *Founder & Owner*

2021 - Nov 2025

- Built and maintained WordPress websites for diverse clients, applying SEO and performance-optimization techniques and providing ongoing support, which resulted in faster load times and improved search visibility
- Managed site deployments on WordPress, Shopify, Webflow, and Bluehost, configuring hosting settings and integrating custom plugins to meet client needs, reducing downtime and streamlining updates
- Created custom themes and plugins that aligned with client branding and functional goals, enhancing user experience and enabling smooth integration with their business workflows, which increased user engagement and simplified operations

## EDUCATION

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### Ball State University

MS, Information and Communication Sciences

### Ball State University

BS, Marketing

- **Achievements:** Ball State Football Player, Academic All Mid-American Conference

## SKILLS

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**Core Skills:** Technical Architecture, Performance Optimization, Problem Solving, Debugging & Troubleshooting, Accessibility, Stakeholder Communication

**Development:** Custom Themes & Plugins, API Integrations, WordPress, WooCommerce, Webflow, Shopify, Git, MySQL, Gutenberg

**Languages & Frameworks:** HTML, CSS, Sass, JavaScript, PHP, React, Vue.js