

## SHAWN MEISSER — WordPress Engineer & Hosting Architect

shawn@shawnmeisser.com | 954-728-0718

[shawnmeisser.com](http://shawnmeisser.com) | [linkedin.com/in/shawn-meisser-7093a150](https://www.linkedin.com/in/shawn-meisser-7093a150)

Las Vegas, NV | Open to Remote

---

### PROFILE

Self-taught WordPress Engineer & Hosting Architect with 10+ years of experience keeping business-critical websites fast, secure, and unstoppable.

Built, migrated, and managed 50 + WordPress / WooCommerce environments—maintaining 99.9 % uptime while optimizing performance and reliability.

Known for solving the problems others avoid and delivering stability clients can bank on.

---

### CORE EXPERTISE

- **WordPress Development & Optimization** – Custom themes, WooCommerce systems, membership sites, REST API integrations
  - **Hosting & Infrastructure Management** – Plesk, cPanel, Cloudflare, DNS, SSL, backups, server-level tuning
  - **Performance & Security Engineering** – Caching, Core Web Vitals, firewalls, malware defense, uptime automation
  - **Client & Project Leadership** – End-to-end ownership, technical planning, billing oversight, team coordination
  - **Front-End Polish** – HTML5, CSS3, responsive layouts, UI/UX refinement, accessibility compliance
- 

### PROFESSIONAL EXPERIENCE

#### Director of Web Services / Lead WordPress Engineer

*White Services Group (Ervinas Media) – Las Vegas, NV | 2014 – 2024*

- Oversaw all web operations for **50 + clients** – development, hosting, and support
- Migrated **100 + WordPress sites** to modern Plesk servers with **zero downtime**
- Improved average site speed **60 %** via custom caching and CDN strategy

- Built multi-step **WooCommerce meal subscription** flow boosting checkout rates **30 %**
- Maintained **24 / 7 monitoring + automated backups**, delivering **99.9 % reliability**
- Cut recurring support tickets **50 %** through proactive maintenance and automation
- Managed vendor and billing systems with 100 % invoice accuracy

### **Director of Customer Relations**

*Kor Media Group – Las Vegas, NV | 2012 – 2014*

- Improved client retention **30 %** through personalized support and faster response
- Implemented CRM + ticket systems reducing turnaround time **40 %**
- Coordinated between creative and dev teams to deliver on-time multi-site launches

### **System Administrator / WordPress Ops Lead**

*The Glovue Network – Las Vegas, NV | 2012 – 2014*

- Managed large-scale **WordPress Multisite Network** for multiple brands
- Reduced average page load **35 %** via database and cache optimization
- Ensured plugin stability, PHP compatibility, and user support for dozens of sites

---

### **SELECT PROJECTS & IMPACT**

- **MDMeals.com** – Custom WooCommerce subscription system (AJAX checkout) → + 32 % conversions
- **PricelsRightLive.com** – Rebuilt architecture → 2 s load times & near-perfect mobile scores
- **Client Hosting Ecosystem** – Unified 50 + domains → 99.99 % uptime for 3 years

---

### **TECH STACK**

WordPress • WooCommerce • PHP • JavaScript • HTML • CSS • MySQL • REST API • GA4 • Git • Plesk • cPanel • Cloudflare • WP Rocket • Sucuri • Wordfence • SSH • DNS • SSL • Uptime Robot • WP-CLI • Docker • VS Code • Trello • Asana • Jira • Slack • Yoast SEO • Rank Math

---

**RECOGNIZED FOR**

- Being *the guy who fixes what everyone else breaks*
- Translating legacy WordPress installs into secure, scalable systems
- Keeping clients happy, servers healthy, and projects moving on schedule

---

**KEYWORDS (ATS 2025-2027)**

WordPress Engineer • WooCommerce • PHP 8 • MySQL • Headless WordPress • Gutenberg Blocks • Performance Optimization • Cloud Hosting • Security Hardening • DevOps • CI/CD • Linux Server • Plesk • cPanel • Core Web Vitals • GA4 • Accessibility WCAG 2.2 • Backup Automation • Git • Docker

---

**References available upon request**