NICK HIEBERT

Senior Frontend Developer | WordPress Developer | Web Designer

nick.hiebert@gmail.com | 403-497-4016 | Portfolio | LinkedIn | Calgary, Alberta Canada

PROFESSIONAL SUMMARY

Senior developer with 10+ years in Advertising & Marketing, specializing in Frontend Development, WordPress, and SEO, delivering technical performance, speed, and WCAG-compliant websites. Successfully leading 90% of website production at talonX, owning the creative direction and timely execution. Strategically committed to best practices that drive SEO optimization, improve user experience, and support business growth and profitability.

SKILLS

Frontend: React.js, Next.js**,** JavaScript (ES6+), HTML5/CSS3 (Flexbox, Grid), Tailwind CSS, WCAG, Semantic
DevTools: Claude, GitHub Copilot, VS Code, Warp.dev, Git/GitHub, npm, APIs, GCP, Photoshop, Figma
WordPress: PHP/MySQL, Gutenberg Editor, Elementor, WPBakery, Form Integrations, WPML, Child Themes
Shopify: Liquid, Theme Customization, App Integration, Payments & Checkout, Products & Collections
SEO: Technical SEO, On-Page SEO, Structured Data & Schema, AEO, GEO, Content Hierarchy, Off-Page SEO
Marketing: Semrush, Google Analytics 4 (GA4), Google Tag Manager (GTM), GSC, Clarity, CRO, Copywriting
Optimization: Responsive Design, Cross-Browser/Device, Core Web Vitals, Images, Preload, Caching, QA, UX
Communication: Cross-Functional, Zoom, Slack, ClickUp, Time Blocking, Time Tracking, Project Ownership
IT: WHM/cPanel, Website Security, DNS, SSL, WP Engine, Backups, Technical Support (TS), Deployments

KEY ACHIEVEMENTS

- **90+ Websites Shipped:** Developed and maintained 90+ client websites at talonX over 7+ years, building custom WordPress themes and responsive frontend experiences using HTML/CSS/JS.

- **SEO Across 100+ Sites:** Led SEO efforts at talonX implementing semantic HTML, schema markup, content hierarchy, and on-page optimization to improve organic visibility and rankings across 100+ client websites.

- **Shopify Launch to Support:** Built and optimized 5 Shopify stores using Liquid, HTML/CSS/JS, and app integrations, managing client accounts long-term and maintaining strong retention.

- **Led Web Team & Clients:** Inherited project and relationship management at talonX, owning 75% of production, leading a team of two, and managing 20+ active projects while ensuring high-quality delivery.

- **Learning React & Next.js:** Actively building personal projects using React, Next.js, and Tailwind CSS to deepen modern frontend expertise and align with current industry standards and hiring expectations.

PROFESSIONAL EXPERIENCE

Senior Web Developer | IT Support: talonX Creative Agency……..….…………01/2022-11/2025
Merger, TeamWise Ventures in 10/2021 • On-site/Hybrid • Permanent Full-Time • Chestermere/Calgary, Alberta

Retained post-merger as the Senior WordPress Web Developer. Collaborated strategically with the director for growth and profitability on new lead communications and projects. Leading and managing the web design team of two and technical support, owning meetings with the top-paying client, and retaining the business relationship.

WordPress Development (PHP/MySQL), HTML5/CSS3, JavaScript, CSS Flexbox, PHP/MySQL, Responsive Design, Design, Shopify, Elementor, Technical/On-Page SEO, UX, Search Console, WCAG, Photoshop, Figma

- **Senior Developer & Project Lead: Project managed, developed, and shipped 4 websites in 6 months**, collaborating directly with the Communications and Marketing Manager to align goals and timelines.

- **Web Development & Execution:** Rebuilt 1 corporate holding website, rebranded 1 operating name, and created 2 divisional websites using WordPress with HTML, CSS, JS, and modernized design systems.
- **UX & Brand Optimization:** Modernized **mobile responsiveness** and **design consistency** across all websites, strengthening long-term brand identity and improving the user experience.
- **Projects Ownership:** Led website maintenance on **46 sites, 20+** active projects, and **18 shipped** websites (14 WordPress, 4 Shopify), directing creative strategy and ensuring consistent, high-quality delivery.

Senior WordPress Developer | Project Manager: talonX Creative Agency..…06/2018-01/2022
Hybrid • Permanent Full-Time • Calgary, Alberta

Hired as Senior WordPress Web Developer and web design team leader. Strategically supported the team, eventually inheriting project and relationship management duties from managers. Developed strong project management, executive-level time management, and soft skills, owning 75% of clientele and production.

WordPress Development (PHP/MySQL), HTML5/CSS3, JavaScript, CSS Flexbox, PHP/MySQL, Responsive Design, Design, Shopify, WPBakery, Technical/On-Page SEO, UX, Search Console, WCAG, Photoshop, Figma

- **Website Maintenance & Project Management:** Managed **149 websites**, including content, server/DNS support, emails, and plugin updates, applying best practices to ensure timely and cost-effective delivery.
- **Website Development & Delivery: Shipped 93 WordPress and 6 Shopify sites** using mockups, templates, and customizations, leading migrations and streamlining delivery.
- **Shopify & Frontend Development:** Spearheaded launch of 1 Shopify site using HTML, CSS, JS, and Liquid Theme, achieving the **company's highest profitable client site** and managing the account 5+ years.
- **WordPress Project Implementation:** Strategically **managed 30+ websites**, implementing plugin, page, theme, and design system updates with PHP and core changes, enhancing performance, security, and UX.

WordPress Developer | Freelance: Baker Design…………...………….………...10/2021-05/2023
Remote • Contract Part-Time • Calgary, Alberta

*Recruited as a Freelance WordPress Developer to strategically develop and implement new website features and recommendations for the long-term growth of 6 websites for a confidential Canadian public trading company **valued at over $30 billion**, across diverse sectors including oil and gas, legal, and internal contractor sites.*

WordPress Development (PHP/MySQL), HTML5/CSS3, JavaScript, Responsive Design, GCP, WPML, WP Engine, Photoshop, Images, UX, SSL, DNS, Technical Support, QA, Project Ownership, Cross-Browser/Device

- **Multilingual Website Implementation:** Owned WPML setup for pages in English, Portuguese, French, and Spanish, growing international reach and **supporting 100,000+ annual users.**
- **WordPress Updates & UX/UI Fixes:** Executed plugin, theme, and PHP updates with HTML/CSS and **responsive design** improvements across 6 websites, ensuring consistent functionality and user experience.
- **Google Cloud Platform (GCP) Configuration:** Diagnosed and resolved 404 video issues by configuring YouTube Data API v3 in GCP and verifying the production environment, restoring full video performance.
- **Technical Support Coordination:** Cross-collaboration with Robots & Pencils via **WP Engine** to investigate server configurations, gather technical details, and implement updates safely across 6 client websites.

ADDITIONAL EXPERIENCE

WordPress Developer | Freelance: Association of Financial Professionals……..12/2017-05/2023
Remote • Contract Part-Time • Calgary, Alberta

EDUCATION

Ontario College Diploma - Internet Applications & Web Development, Information Technology: Fanshawe College……..………….………..…On-site • Student Full-Time • London, Ontario