

MARY CADWELL

Senior Web Platform Engineer

US - Remote | mary@wpslate.com

Senior web platform engineer with 15+ years of experience building, migrating, securing, and optimizing large-scale web platforms with deep expertise in PHP, JavaScript, MySQL, and WordPress including WordPress VIP environments. Proven track record leading complex migrations, developing custom plugins and themes, integrating third-party APIs, improving performance, and reducing technical risk across client platforms. Known for strong technical judgment, scalable architecture, code quality, and practical security-minded problem solving in remote, cross-functional environments.

Skills

Languages: PHP, JavaScript, HTML, CSS, MySQL

Platforms: WordPress, WordPress VIP

Strengths: API Integration, Migrations, Performance, Security, Code Review

Tools: Git, SVN

Experience

Principal Web Developer

Reaktiv Studios | Remote | 2019 – Current

- Build and enhance custom WordPress plugins and themes using PHP and JavaScript in alignment with WordPress coding standards.
- Lead platform migrations to WordPress, preserving data integrity and reducing transition risk across complex client environments.
- Improve site reliability, speed, and maintainability through performance tuning, security remediation, and codebase cleanup.
- Perform code reviews focused on scalability, quality, and long-term maintainability across distributed engineering teams.
- Partner with clients and internal stakeholders to translate business requirements into practical technical solutions.
- Contribute senior-level technical judgment across architecture, implementation, troubleshooting, and deployment decisions.

Lead Web Engineer

10up | Remote | 2013 – 2018

- Led engineering efforts from technical planning through deployment for complex WordPress and digital platform projects.
- Designed development approaches, reviewed architecture decisions, and guided engineers through implementation.
- Built custom WordPress plugins and themes in PHP and JavaScript for high-profile client needs.
- Directed migrations from non-WordPress systems into WordPress, ensuring continuity, usability, and clean implementation.
- Maintained high engineering standards through code review, technical oversight, and development best practices.

Web Developer

Cadwell: Imagine Design Develop | Remote | 2011 – 2013

- Delivered custom WordPress and e-commerce solutions from discovery and wireframes through launch.
- Built themes, plugins, and bespoke site functionality tailored to client business needs.
- Collaborated with designers, marketers, and SEO stakeholders to align technical execution with project goals.
- Supported both front-end delivery and broader technical problem-solving in cross-functional environments.

Web Developer

Kiwi9 | Chicago, IL | 2009 – 2011

- Developed front-end and WordPress-based web solutions in collaboration with designers and .NET developers.
- Supported product and marketing needs through client-facing development work.

Producer

Apartments.com | Chicago, IL | 2008 – 2009

- Supported front-end development in collaboration with .NET, product, and marketing teams.
- Reworked HTML markup from table-based layouts to cleaner, CSS-friendly structures.
- Created a video player integrating in-house analytics with Adobe Flash.

Certification

ISC2 Certified in Cybersecurity (CC)