Archie Smith

arch@stickywebdesign.com | Albuquerque, NM 87108

Profile

Innovative and detail-oriented web developer and eCommerce expert with over 15 years of experience delivering customized solutions for clients. Specializing in WordPress development, cloud services, and digital media platforms, with a proven ability to optimize performance, enhance user experience, and drive results. Skilled in creating responsive designs, managing streaming platforms, and implementing SEO strategies to boost visibility and engagement.

Key Skills

- **Web Design & Development**: WordPress, Elementor/Elementor Pro, Shopify, WooCommerce
- **Cloud Services & Administration**: AWS S3, CloudFront, Backblaze, DigitalOcean (setup and scaling since 2018)
- **Video Streaming & Content Management**: Uscreen admin, Roku channel setup and updates (2019-present)
- **Programming Languages**: PHP, HTML, CSS, JavaScript, SQL
- **SEO & Analytics**: Google Analytics, SEO optimization, RankMath, AdWords
- **Content Creation**: Copywriting, blog posts, web content, multimedia integration
- **Other Technical Skills**: Adobe Suite, Microsoft Office, LAMP/MAMP, Network Administration

Experience

Freelance Web Designer & Developer
Self-employed, February 2006 - Present

- Designed and maintained WordPress websites using Elementor and other page builders to deliver user-friendly, SEO-optimized designs.
- Developed eCommerce solutions with WooCommerce and Shopify, managing full-cycle setup, product integration, and payment configurations.
- Configured and administered AWS services, including S3 and CloudFront, to support scalable and secure hosting solutions.

- Managed streaming content through Uscreen and Roku, overseeing platform administration, video hosting, and account setups.
- Provided technical support, user training, and troubleshooting for clients on website functionality, servers, and network configurations.
-

Content Writer
Various Contract Positions, March 2008 - Present

- Created engaging, SEO-driven content for blogs, articles, and websites, tailored to specific client needs and industries.
- Researched trends and topics to produce unique, informative pieces that boosted organic reach and audience engagement.
- Managed media content within WordPress CMS, including visuals and multimedia.

Web Designer
Patriot.TV, Remote, January 2021 - July 2024

- Customized site layouts and integrated SEO, social media, and analytics tools to enhance user experience and brand visibility.
- Provided technical support and collaborated with stakeholders to meet project goals and expectations.

Education

Bachelor's Degree in Computer Science
Colorado Technical University, Online | February 2017 - March 2020

Veteran, U.S. Army
Honorable discharge with extensive experience in aviation maintenance, technology, computer/network administration, and team leadership.

Additional Strengths

- Veteran background brings discipline, leadership, and problem-solving skills to projects.
- Proven ability to adapt quickly to new tools and technologies in a fast-evolving digital landscape.
- Exceptional communication and collaboration skills, ensuring seamless coordination with clients and teams.