Christy Sparks | Senior WordPress Developer

Portfolio: **christysparks.com**

Expert WordPress developer with 10+ years specializing in custom plugin development, theme customization, and enterprise WordPress solutions. Proven ability to build secure, scalable WordPress applications serving 50,000+ users with strong focus on performance optimization and best practices.

Contact: contact@christysparks.com | (334) 324-0902 | Alabama

Professional Experience

Digital Experience Director
Hatton-Brown Publishers, Inc. | Remote *2026 – Present*

- Lead digital strategy across print and digital media brands, identifying and launching new revenue streams through subscription models, digital advertising, and platform modernization
- Oversee UX, web infrastructure, and front-end development for 15+ magazine properties
- Architect system improvements to existing publishing platforms, increasing performance, accessibility, and monetization capability
- Bridge editorial, sales, and technology teams to align digital experience with audience and revenue goals

Webmaster
Alabama Community College System | Montgomery, AL *January 2019 – 2026*

- Developed and maintained enterprise WordPress installations and custom tools for 24 colleges serving 50k+ users, ensuring ADA Section 504/508 compliance
- Created custom WordPress plugins, REST APIs, and database integrations using PHP, JavaScript, and MySQL
- Built secure, compliant WordPress systems meeting data privacy and government standards with focus on security hardening
- Managed maintenance, security, and API integrations with 99.9%+ uptime
- Managed WordPress version control, automated testing, and deployments using Git and CI/CD workflows
- Supported ACCS communications and web initiatives during a period of exceptional enrollment growth (+23%, from ~80,000 to 98,000+ students, 2019–2025)
- Collaborated with stakeholders to analyze requirements and implement custom WordPress solutions

Freelance Web Developer & Marketing Support
Various Clients | Remote *June 2018 – Present*
(Occasional/Contract Basis)

- Delivered custom WordPress solutions for Charter Communications and JROTC
- Led WooCommerce upgrade and custom development for Clear Law Institute's large subscription platform, including payment gateway and membership features
- Rebuilt subscription, e-commerce, and video streaming platforms for Café Racer Magazine using WordPress, WooCommerce, PHP, and MySQL; advise on content and tech strategy
- Developed Laravel components for Operation Paperback's military donation platform
- Launched Ton-Up TV streaming service and edited video content with Adobe Premiere and After Effects
- Supported Cancer Wellness Foundation's web, print, and marketing campaigns featured on local news
- Built Python scripts for data migration and automated content processing
- Developed React components for dynamic user interfaces and real-time data visualization
- Integrated third-party APIs (payment gateways, CRM systems) via REST/SOAP protocols
- Create WordPress workflows, provide technical documentation, and train clients on WordPress administration

Web Developer
Hatton-Brown Publishers, Inc. | Montgomery, AL *May 2007 – May 2018*

- Developed and maintained 15+ high-performance magazine websites
- Founded HB Media to provide custom web solutions for small businesses
- Standardized workflows, improving uptime and cross-platform consistency

Education & Recognition

Bachelor of Science in Computer Science
Troy University | Alabama *Graduated: May 2015*

AAMA Impact Award
Alabama Automotive Manufacturers Association | Alabama *Year Awarded: 2023*

Medallion Award
Public Relations Council | Alabama *Year Awarded: 2020*

Award of Excellence
Public Relations Council | Alabama *Year Awarded: 2019*

Projects featured on local news for community impact and innovation.

Projects

Convert, Combine, and Secure Uploads App - *Python, JavaScript, CSS*

- Developed custom WordPress plugin to convert, combine, and secure document uploads into single PDF. Integrated Python processing with WordPress hooks and filters for seamless user experience in the ACCS facilities department.

ACCS Online Program Finder - *WordPress, PHP, MySQL, JavaScript, Custom Plugin*

- Created custom WordPress plugin with dynamic search functionality querying centralized database. Features include custom post types, taxonomies, AJAX search, and optimized database queries to help users find online academic programs by college.

PDF Text Searcher Custom WordPress Plugin - *WordPress, PHP, JavaScript, MySQL*

- Built WordPress plugin to extract text from PDFs and create searchable database. Implemented custom database tables, cron jobs for processing, and AJAX-powered search interface to improve navigation of frequently updated PDFs for the Alabama Community College System.

ACCS Facilities Bid Calendar Automation - *WordPress, Zapier, Dropbox, TeamUp*

- Built automated workflow integrating WordPress with Dropbox and TeamUp Calendar. Automatically extracts dates from uploads and creates calendar events with file links, ensuring accurate, timely posting of project details with minimal manual effort.

Skills

- **WordPress Core:** Custom plugin development, theme development, hooks/filters, WordPress REST API, Gutenberg blocks
- **E-commerce:** WooCommerce customization, payment gateway integration, subscription systems, membership plugins
- **WordPress Stack:** PHP, JavaScript, MySQL, WordPress Coding Standards, WordPress Security best practices
- **Performance:** Database optimization, caching (Redis, Memcached), CDN integration, query optimization, lazy loading
- **Web Development:** PHP (WordPress, Laravel), JavaScript (jQuery, React), HTML5, CSS3 (Sass, Tailwind), Python
- **DevOps:** Git, WP Engine, AWS, Docker, IIS, automated deployments
- **CMS Expertise:** WordPress, Drupal, Headless CMS, API Development
- **Database Management:** MySQL, MongoDB, MSSQL, relational database design
- **Design Tools:** Adobe Suite, Figma
- **Tools & IDEs:** Visual Studio Code, Local by, WP-CLI, Composer, phpMyAdmin, Postman
- **API Development:** RESTful APIs, JSON/XML integration, third-party service integrations