

christine lee

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WordPress developer and webmaster with 25+ years of experience building and managing complex, high-traffic sites. I specialize in custom theme development, advanced plugin integrations, performance optimization, and analytics, and I bring the full-stack perspective of someone who has owned sites completely, not just maintained them. Recent work includes API-driven WordPress builds, third-party financial integrations, and AI-assisted development workflows. I work well independently, communicate clearly with non-technical stakeholders, and have a long track record of delivering reliable, thoughtful solutions for organizations that care about their digital presence.

Professional Experience

Webmaster • **Ciao Bambino!** • ciaobambino.com

December 2019 to present

- › Own all technical aspects of ciaobambino.com, including front- and back-end WordPress development, image optimization, DNS management, and serving as primary point of contact with web host
- › Design and implement new site sections and lead site-wide redesigns with a focus on responsive layout, accessibility, SEO, and performance; continuously refine UX and load times across devices
- › Conducted extensive Core Web Vitals optimization including script deferral, image compression, and asset management, resulting in measurably improved LCP, CLS, and INP scores across devices
- › Build and maintain advanced WordPress functionality using custom post types, custom taxonomies, ACF, Gravity Forms, FacetWP, Relevanssi, and custom PHP
- › Integrate third-party platforms including Zoho CRM via Gravity Forms for marketing automation and lead management
- › Develop conversion-focused marketing tools including newsletter signups, lead magnets, and targeted landing pages; continuously monitor and optimize performance across website and social campaigns using GA4, GTM, SEMrush, Search Console, and Hotjar to increase traffic, engagement, and conversions
- › Manage content publishing, WordPress and plugin updates, and overall site maintenance for a high-traffic site serving 30–45K users/month and 50–100K hits/month
- › Currently developing an AI-powered site search feature to deliver smarter, more contextually relevant results than standard WordPress search; in final development before launch
- › Contributed to Travel Weekly Gold Award win in the Travel Agency Website Redesign category (2025)

Webmaster • **SEARCH** • search.org

September 2003 to present

- › Design, develop, and maintain six organizational websites, including the main corporate site, two secure member portals, and the Clean Slate Community of Practice at cleanslatecop.search.org; perform regular security checks, WordPress core and plugin updates, and DNS management to ensure site stability and performance

- › Build fully customized WordPress sites using Custom Post Types, Advanced Custom Fields (ACF), Elementor Pro, and hand-coded PHP, CSS, and JavaScript
- › Built a custom WordPress plugin integrating QuickBooks Online with Formidable Forms to automate travel reimbursement workflows, including GSA per diem calculations and automatic bill generation in QuickBooks; used by traveling staff and meeting attendees including events of 100+ people
- › Integrate third-party tools for transactions and engagement, including Wufoo, Square, and PayPal
- › Develop event-specific microsites twice a year with integrated registration and online payment systems
- › Manage high-traffic resources such as the ISP List, which receives 5–6K hits per day, contributing to over 25K monthly visitors and 1.5M monthly hits across all sites
- › Regularly produce graphic design assets and branded collateral including logos, presentation templates, letterhead, and virtual meeting backgrounds to support organizational communications

Freelance Web Designer & Developer

December 2002 to present

- › Worked independently and in partnership with digital agencies including Fluid (San Francisco) to develop custom web solutions for clients including Benefit Cosmetics, The North Face, JanSport, Steve Madden, and Genentech
- › Delivered a wide range of projects including custom WordPress themes, plugins, and websites; standalone microsites; custom media components; and ongoing technical support and maintenance
- › Collaborated with designers, project managers, developers, and non-technical stakeholders to deliver seamless, cross-browser, responsive user experiences while ensuring consistent brand expression
- › Produce graphic design assets for web, email, and print including layouts, logos, and branded collateral

Skills

Languages & Technologies: HTML, CSS, JavaScript, jQuery, PHP, SQL/MySQL, FTP/SFTP, cPanel, Plesk, DNS Management, AWS S3, Git

CMS & Tools: WordPress (custom themes, ACF, CPT UI), Gravity Forms (Zoho integration), Formidable Forms Pro, Elementor Pro, FacetWP, Relevanssi Pro, Yoast SEO

Performance & Optimization: Core Web Vitals, Speed Optimization, Image Optimization (WebP, SVG, compression), Script Deferral

Analytics & Tracking: Google Analytics 4, Search Console, Google Tag Manager, SEMrush, Hotjar, Microsoft Clarity

Design & UX: Adobe Photoshop, Illustrator, Canva, CapCut, AI Image & Video Generation, UI/UX Design, Accessibility Best Practices

Other Skills: AI-assisted workflows, Cross-browser Compatibility

Clients

JanSport
 The North Face
 Benefit Cosmetics
 Steve Madden
 Saturn
 Genentech
 Blue Diamond
 Almond Breeze
 Aidells Sausage Company
 California Lottery
 California Student Aid Commission
 California Department of Insurance

Education

Bachelor of Science, Hillsdale College
 Major: Chemistry, Minor: Mathematics