ROBBIE EDWARDS

Senior WordPress Engineer

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Summary

Based in NYC's Financial District, I'm a senior full stack developer with 20+ years of experience building custom digital platforms for brands including Netflix, IBM, ScyllaDB, Bloomberg, Ferrari, and the Bill & Melinda Gates Foundation.

I've worked with WordPress, as well as React, Shopify, and Drupal, building websites and platforms that are fast, scalable, and easy for teams to manage long after launch. I also embrace modern AI-assisted development workflows to improve efficiency and accelerate delivery.

Experience

Tenrec — Seattle/Remote

Senior Fullstack Developer — 2025 - Present

Tenrec is a remote WordPress website management agency providing hosting, optimization, web engineering, and digital support services for businesses ranging from startups to Fortune 50 companies.

- Built complex data dashboards and custom Excel import tools using chart.js for client
- Developed a custom client WordPress intranet platform with employee tools, resource management, and internal e-commerce functionality
- Created a reusable WordPress theme framework for Tenrec with modern tooling, accessibility standards, and scalable architecture
- Lead developer for the main ScyllaDB website, handling large-scale updates and ongoing Elementor development

Forum One — Seattle/Remote

Senior Front End Web Developer — 2021 - 2024

Forum One partners with mission-driven groups to create digital solutions, blending strategy, design, and tech for nonprofits, government, and advocacy globally.

- Partnered in rebuilding Forum One's client-facing website, leveraging expertise in WordPress and TWIG language to make numerous contributions to the major project and deliver an outstanding web experience.
- Contributed to the development of a large-scale Drupal 9 web platform for Natural Resources Defense Council, supporting Forum One's award-winning work to help the organization tell its story and engage audiences.
- Led front end development of a headless WordPress site, built in React and NextJS, for the investment company Direxion, including managing updates and improving nearly every page template.
- Served as Lead Front End Developer and performed most back-end development for a project to build a new WordPress website for the Southern Environmental Law Center.

Skills

Front End:
Storybook · React · JavaScript · TypeScript · HTML5 · CSS3 · SCSS · Twig · Liquid · Responsive Web Design · Figma to WordPress Development

WordPress:
WordPress · Gutenberg · Custom Theme Development · Custom Plugin Development · Custom Block Development · ACF · Elementor · Website Maintenance

Performance & SEO:
Website Performance Optimization · Website Performance Audits · SEO · Accessibility · WCAG · Core Web Vitals · PageSpeed Optimization · Mobile Optimization · Cross-Browser Compatibility · Caching Strategies · Image Optimization · Google Analytics · Google Tag Manager

Tools & Workflow:
Git · GitHub · GItHub Actions · CI/CD · Agile/Scrum · Claude CLI · JIRA · ClickUp · Slack · Visual Studio Code · Copilot · WP-CLI · NPM · Composer · Docker · LocalWP · Terminal/CLI · Browser Developer Tools · QA Testing · Debugging · Troubleshooting

Additional Experience

Robbie Edwards
NYC/Remote

Full Stack Web Developer
2000 - Present

WordPress developer offering custom development, management, maintenance, and support for small businesses.

- Partnered in developing a custom ecommerce site for The Hat Shop featuring 150+ product pages, each with a distinct visual story, along with dynamic non-retail content that created a rich and engaging user experience within the Shopify ecosystem.
- Created a custom WordPress theme for the brand experience agency, Troika. Built the website from scratch, with a mission to provide the client with the ability to safely edit 100% of the site's content.
- Developed an online sales deck / website – including all design and animations – for WGN News Nation Online in just 2 weeks and with little client interaction during the pandemic.
- Built a custom newsletter template with Mailchimp integration for The Hat Shop, providing a platform for the client to assemble their own professional-looking newsletters, resulting in a 25% boost in sales.

The Charles NYC
NYC/Remote

Digital Director
2013 - 2016

The Charles blends digital marketing, creative strategy, and data-driven insights to build memorable brand experiences and effective digital campaigns

- Led development of the WSJ's native advertisement for a popular Netflix series. Guided a team of 4 and coordinated with both WSJ and Netflix leadership to deliver the project ahead of a very tight 6-week deadline.
- Guided development of a large, technically complex, and easy-to-manage site for Bloomberg Media. Partnered with the client to complete the project on-time and ensure the implementation met strict regulations set by Bloomberg IT.

Key Achievements

Custom WordPress starter theme

- Developed a custom WordPress starter framework for enterprise projects featuring theme.json, Gutenberg blocks, reusable patterns, CSS variable architecture, CLI tooling, GitHub Actions deployment workflows, and server deployment automation. Built to streamline onboarding, enforce scalable standards, and accelerate project delivery.

Claude CLI

- Integrated AI-assisted development workflows using Claude CLI to reduce development time, speed up debugging, and improve overall engineering efficiency while maintaining high code quality standards across frontend and backend projects.

Financial Data Visualization Platform

- Built a complex financial data visualization platform using Chart.js and WordPress, allowing editors to upload Excel spreadsheets that were automatically converted into structured JSON datasets powering dynamic, filterable frontend charts and multi-year financial reporting tools.

Interests

Enjoy component-driven development. A lot of that work involves building custom WordPress blocks, reusable UI components, and flexible frontend systems that make content editing more intuitive while keeping codebases clean and maintainable.

Active interest in the WordPress community through attending WordCamp US, networking with developers and creators, and exploring topics like AI-assisted workflows, Gutenberg, and modern publishing.

Enjoy exploring how AI tools can improve design and development workflows, speed up prototyping, and help solve complex frontend and backend challenges more efficiently.

Even More

For additional projects, experience, technical skills, and more about my background, visit robbieedwards.com