CONTACT

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Wyandotte, MI

CORE SKILLS

WORDPRESS

Custom themes · Child themes · Gutenberg blocks · Elementor · Divi · ACF · Custom post types · Plugin customization

FRONT-END

HTML5 · CSS3 · SCSS · Tailwind CSS · Bootstrap · JavaScript ES6+ · jQuery · Responsive / mobile-first · WCAG accessibility

BACK-END & CMS

PHP · Hooks & filters · Sanity CMS · Headless workflows

DESIGN TO CODE

Figma · Sketch · Adobe XD · Design systems · Component libraries

Robert Allen Baker

Senior WordPress Front-End Developer

30	12	100+
years building websites	years at Kaleidico Digital Marketing	client WordPress sites launched

PROFESSIONAL SUMMARY

Senior WordPress front-end developer with 30 years in web development, including 12 years at Kaleidico Digital Marketing (2014–2026). Turns Figma, Sketch, and Adobe XD designs into fast, pixel-perfect, conversion-focused websites where design, SEO, and lead generation work together. Known for clean, reusable theme architecture, strong Core Web Vitals, and quick turnarounds without cutting corners. Comfortable owning a site end to end, from the first Figma frame through launch, security, and ongoing optimization.

EXPERIENCE

Freelance Web Developer

1996 – Present

Self-Employed

Independent web developer building and supporting websites for small businesses and organizations.

- Design, build, and launch custom websites end to end, from first client meeting through hosting setup and go-live.
- Develop custom WordPress themes and Elementor sites, with sliders, carousels, and interactive components tailored to each brand.
- Deliver technical SEO, structured data, and performance optimization so client sites rank and load fast.
- Handle hosting, domains, security, backups, and ongoing maintenance as a single point of contact.
- Adapted through three decades of web technology, from hand-coded HTML to modern CMS, page builder, and headless workflows.

SPECIALTIES

PERFORMANCE & SEO

Core Web Vitals

PageSpeed optimization

Caching | Image optimization

Technical SEO

Schema / structured data

SITE OPERATIONS

Hosting migrations

Staging → production

Security & firewalls (Sucuri)

Git | Ongoing maintenance

EDUCATION

Henry Ford College
Web Development Studies
2011 – 2012

Full Sail University
Graphic Design
2009

STRENGTHS

- Pixel-perfect builds, backed by graphic design training
- Fast design-to-development turnaround
- Remote work with design, marketing, and SEO teams
- Quick to master new frameworks and CMS platforms
- Long-term site ownership through redesigns and migrations

EXPERIENCE, CONTINUED

Web Developer

Sept 2014 – Oct 2026

Kaleidico Digital Marketing

Front-end developer at a digital marketing agency, building and maintaining lead-generation websites for clients.

- Built custom WordPress themes from Figma, Sketch, and Adobe XD files, matching designs pixel for pixel across desktop, tablet, and mobile.
- Created reusable page systems and component libraries in Gutenberg, Elementor, and Divi, so marketing teams could launch new landing pages without developer help.
- Developed responsive, mobile-first layouts with Tailwind CSS and Bootstrap, keeping code consistent across many client sites.
- Extended WordPress with custom PHP and JavaScript: custom post types, ACF field groups, sliders and carousels, form integrations, and plugin modifications.
- Improved page speed and Core Web Vitals through image optimization, asset minification, caching, and lean theme code.
- Implemented technical SEO foundations, including schema / structured data, clean markup, and crawlability fixes, working closely with the SEO team.
- Diagnosed and resolved site security and firewall issues, such as Sucuri rules blocking legitimate SEO crawlers, without weakening protection.
- Managed staging environments, hosting migrations, plugin updates, and ongoing maintenance to keep client sites stable and secure.
- Worked with designers, marketers, and account managers in agile sprints, scoping work, estimating timelines, and turning feedback into fast revisions.
- Adopted new tools as the stack evolved, including Sanity CMS for headless content projects.

CAREER HIGHLIGHTS

- 30 years building websites, including 12 with one agency, delivering and supporting 100+ client WordPress sites from design handoff to launch.