

CHAD WESTFALL

WORDPRESS DEVELOPER · WEB OPERATIONS SPECIALIST · TECHNICAL SEO

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PROFESSIONAL SUMMARY

Web operations specialist and WordPress developer with 7+ years of experience managing business-critical websites, digital infrastructure, technical SEO, and paid search across a multi-brand organization. Sole digital operator responsible for site architecture, builds, technical SEO, performance, DNS, hosting, and day-to-day website operations — with no agency or contractor support. Consistent track record of delivering measurable results on lean budgets. Seeking a remote web operations role where multi-site management, technical problem-solving, website performance, and independent execution drive impact.

CORE SKILLS

CMS & WEBSITE MANAGEMENT

➤ WordPress · WooCommerce · GeneratePress · GenerateBlocks · Elementor

DEVELOPMENT

➤ HTML · CSS · JavaScript · Responsive Design

PERFORMANCE & SEO

➤ Technical SEO · Core Web Vitals · Schema · Google Search Console · Site Audits

WEBSITE OPERATIONS

➤ Site Architecture · Hosting · DNS · Domains · Security · Site Migrations

DIGITAL MARKETING

➤ Google Ads (PPC) · GA4 · Landing Page Optimization · CRO · Email Marketing

PLATFORMS

➤ Brevo · Mailchimp

PROFESSIONAL EXPERIENCE

WEB OPERATIONS & WORDPRESS LEAD · CINCINNATI CIRCUS COMPANY

2018 – Present · Cincinnati, OH · Remote-first

- Owned and maintained a multi-brand WordPress portfolio of up to 29 websites, managing site architecture, hosting, plugin management, security, and performance as the sole digital operator with no external vendor support.
- Administered DNS, domain management, hosting environments, SSL certificates, and website infrastructure across the entire portfolio.
- Launched new WordPress websites from concept through deployment, including information architecture, UX, copywriting, and post-launch optimization.
- Implemented technical SEO across all properties, including Core Web Vitals improvements, schema markup, XML sitemaps, canonicalization, and Google Search Console management.
- Conducted ongoing desktop and mobile website audits across multiple brands, identifying and resolving broken links, outdated content, UX issues, performance problems, and other site errors.
- Supported paid search campaigns generating 3.8M+ impressions, \$46,561 in tracked conversions from \$3,281 in ad spend (~14:1 ROAS), with secondary campaigns delivering 3,051 conversions at a \$0.07 CPA on a \$201 budget.
- Managed simultaneous website updates, troubleshooting requests, performance improvements, and ongoing maintenance across multiple brands while prioritizing business-critical issues and deadlines.

FOUNDER · WORDPRESS DEVELOPER · QUEEN CITY WEB DESIGN

2017 – Present · Cincinnati, OH · Remote

- Designed, developed, and maintained WordPress and WooCommerce websites for clients across e-commerce, B2B, and event industries.
- Managed the complete website lifecycle, including hosting, DNS, migrations, security, plugin management, performance optimization, and ongoing maintenance.
- Implemented technical SEO, Core Web Vitals improvements, and conversion-focused enhancements to improve search visibility and user experience.
- Partnered directly with business owners to translate business goals into practical, easy-to-manage WordPress solutions.

EMERGENCY DEPARTMENT UNIT COORDINATOR · BETHESDA NORTH HOSPITAL

2015 – 2018 · Cincinnati, OH

- Managed cross-department workflow and records in a high-volume clinical environment — building process discipline and reliability under pressure.

EDUCATION

A.A.S. WEB & DIGITAL MEDIA DESIGN · CINCINNATI STATE

GPA 3.5 · Dean's Merit List · Phi Theta Kappa Honor Society

PROFESSIONAL DEVELOPMENT

- Google Analytics (GA4) · Google Skillshop - *Currently Completing*
- Google Ads Search · Google Skillshop - *Currently Completing*
- Google Ads Display · Google Skillshop - *Currently Completing*

SELECTED DIGITAL RESULTS

- ~14:1 ROAS — Paid search: \$46,561 tracked conversions from \$3,281 spend · 3.56M impressions
- \$0.07 CPA — Secondary campaign: 3,051 conversions on a \$201 budget
- 29 WordPress Sites Managed — Sole operator, full infrastructure ownership, zero agency dependency
- INAFF 2026 — Best Trade Show Display · Indiana Association of Fairs & Festivals