

MATTHEW M. MONCADA

SOFTWARE ENGINEER | FULL-STACK WEB DEVELOPER | WORDPRESS & REACT

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PROFESSIONAL SUMMARY

Software engineer and full-stack web developer with 7+ years of experience building, migrating, securing, and optimizing WordPress, Shopify, React, and CMS-driven platforms. Combines PHP/WordPress engineering, JavaScript application development, API integration, analytics, accessibility, and production infrastructure ownership. Built multi-language software prototypes in Python, Java, C++, and JavaScript; engineered custom WordPress themes and React-powered CMS applications; and managed local, staging, and production environments across Apache, Nginx, DNS, email, and Linux tooling.

7+ YEARS EXPERIENCE

30+ SITE MIGRATIONS

5 CROSS-LANGUAGE APPS

2 ENGINEERING PORTFOLIOS

TECHNICAL SKILLS

Languages & Front End: JavaScript (ES6+), React, Redux Toolkit, React Router, TypeScript, HTML5, CSS3/SCSS, Tailwind CSS, Astro, Vue.js, Python, Java, C++

WordPress & Back End: PHP, MySQL, WordPress, Gutenberg, Advanced Custom Fields (ACF), custom post types, hooks/actions/filters, REST API, AJAX, custom themes/plugins, WooCommerce, Shopify Liquid, Laravel

APIs & Application Architecture: REST APIs, Google APIs, Google Maps API, external real-estate listing APIs, Axios, asynchronous JavaScript, Promises, state management, DOM rendering, Java Swing

Infrastructure & Build Tools: MAMP, Docker, VVV, npm, Webpack, Babel, Gulp, Git/GitHub, Linux/Bash, Nano, Apache, Nginx, LAMP/LEMP, cPanel, local/staging/production workflows

DNS, Email & Security: A/AAAA/CNAME/TXT/MX records, domain migrations, SSL/TLS, SPF/DKIM/DMARC, email routing, backups/restores, redirects, WordPress hardening, deployment troubleshooting

Analytics, SEO & Quality: GA4, Google Tag Manager, Search Console, Meta Pixel, event/conversion tracking, SEMrush, technical/local SEO, schema, Core Web Vitals, CRO, WCAG, responsive and cross-browser QA

PROFESSIONAL EXPERIENCE

Founder / Full-Stack Web Developer

Mar 2023 - Jul 2026

M. Moncada Studios | Remote / Colorado

- Owned website strategy, architecture, development, deployment, analytics, maintenance, and client communication for healthcare, telehealth, ecommerce, and professional-services clients.
- Built responsive WordPress and Shopify experiences using PHP, JavaScript, Gutenberg, ACF, Elementor/Divi, Liquid, reusable components, and integrations for scheduling, intake, CRM, advertising, and lead generation.
- Configured GA4, Google Tag Manager, Search Console, Meta Pixel, custom events, conversion tracking, and KPI reporting; used acquisition data to improve funnels, landing pages, SEO architecture, and mobile conversion paths.
- Managed MAMP, Docker/VVV, local, staging, and production environments; troubleshooted Apache/Nginx, PHP, permissions, caching, DNS/MX records, SSL, redirects, backups, security updates, and launch issues.

Contract Web Developer

Feb 2021 - Nov 2022

Robert Half Technology, Moxie Sozo, Majux, FireAnt & Matchbox | Remote

- Developed WordPress, Shopify, Laravel, and Vue.js solutions in Git-based workflows with senior developers, designers, SEO teams, and marketing stakeholders.
- Built Shopify/Liquid functionality for Kodiak Cakes, including athlete-focused blog architecture, product-content modules, sliders, ratings features, and plugin integrations.
- Supported platform and SEO redevelopment for Balfour Health, assisted-living clients, and other brands through improved information architecture, metadata, responsive components, and technical search foundations.
- Integrated third-party systems and interactive components, including Dutchie and store-locator functionality, while preserving production stability and cross-browser compatibility.

PROFESSIONAL EXPERIENCE - CONTINUED

Web Developer / Sole Developer

Jul 2020 - Jan 2021

Brand Iron Marketing | Denver, CO

- Built, maintained, and troubleshooted WordPress websites for finance, investment, healthcare, assisted-living, and professional-services clients using PHP, JavaScript, Divi, Elementor, plugins, and custom front-end components.
- Led the migration of 30+ client websites with minimal downtime, coordinating backups, DNS cutovers, A/CNAME/MX/TXT records, SSL, email routing, compatibility testing, QA, and post-launch issue resolution.
- Established and supported the agency's organic SEO service using SEMrush, keyword and competitor research, technical/on-page optimization, analytics tracking, and client-facing recommendations.

Web Developer

Feb 2018 - Apr 2019

Duale Brand Trust | San Antonio, TX

- Advanced from web development intern to developer, building WordPress websites and landing pages with Elementor, PHP, custom CSS, JavaScript, plugin configuration, and responsive content management.
- Delivered work for Centro San Antonio, Red Dog Engineering, Paramour Rooftop Bar, local businesses, and regional political campaigns while coordinating revisions, troubleshooting, and launch deadlines.

SELECTED ENGINEERING PROJECTS

MoncadaPress - Classic WordPress Theme | PHP, WordPress, JavaScript, CSS, Accessibility, i18n

- Engineered a 60-file, 3,100+ line classic WordPress theme using the native template hierarchy, reusable template parts, custom navigation handling, comments, pagination, custom page templates, and core Theme APIs.
- Implemented translation readiness, semantic landmarks, skip links, ARIA states, keyboard-aware controls, responsive navigation, filterable content, Swiper interactions, local asset delivery, and versioned production enqueues.
- Prepared the codebase toward independent distribution with GPL licensing, theme metadata, POT translation assets, documentation, minified builds, WebP optimization, and deployment instructions.

Property Discovery Platform - Zillow-Inspired Prototype | React, Redux Toolkit, Google Maps, WordPress, PHP, AJAX

- Built a full-stack property-search application that queries external listing data, stores results in Redux, renders synchronized map markers and listing cards, and supports route-based search and price filtering.
- Integrated React Router, Axios, Google Maps advanced markers, selected-listing state, automatic map recentering, information windows, DOM refs, and synchronized sidebar scrolling.
- Designed a WordPress persistence layer with a custom property post type, JSON processing, metadata storage, sanitized AJAX handling, remote image ingestion, and an npm/Webpack/Babel/Sass/Gulp build workflow.

Cross-Language Interactive Systems Suite | Python, Java, JavaScript, C++, OOP, Async Programming

- Developed five interactive applications totaling 2,300+ lines of source code across terminal, desktop GUI, and browser environments, translating shared player-state, combat, inventory, navigation, and progression systems across four languages.
- Architected a modular Python space RPG with Player, Alien, Boss, and Planet domain models, procedural generation, randomized enemy behavior, resource economies, experience progression, and multi-stage game loops.
- Built an event-driven Java Swing interface, browser DOM applications with ES6 classes, and Promise-based terminal-style input using async/await; applied file I/O, validation, command parsing, randomized algorithms, and Git-based iteration.

ADDITIONAL SELECTED WORK

Healthcare & Telehealth Platforms: WordPress/PHP sites for Improve U Health & Wellness, Synced Mind & Body, and Mountain Hill Primary Care with booking, intake, SEO, analytics, and conversion-focused UX. | **Mobile DOT Physical:** Local SEO and analytics architecture contributing to top-ranking visibility for targeted occupational-health services. | **PostureMedix:** Shopify/Liquid ecommerce experience with product architecture, bundles, upsells, cross-sells, CRO, SEO, marketing automation, and paid-media measurement.

EDUCATION & CERTIFICATIONS

Associate of Science in Computer Science | Community College of Denver | 2024

Software Engineer Intern Certification | HackerRank | Earned March 2024

HTML5, CSS3, and JavaScript Certifications | SoloLearn | 2020

ACCOMPANYING PORTFOLIOS: [Software Engineering Portfolio](#) | [WordPress Engineering Portfolio](#)