

Kyle Laverty Engineering & Digital Strategy

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Professional Summary

Seasoned engineering leader and web strategist with 11+ years of B2B and enterprise experience, focused on driving digital transformation. Experienced in leading cross-functional teams to develop impactful websites and applications, and implementing measurable, data-driven strategies for CRO and SEO growth. Equally comfortable defining complex technical architecture and translating strategy for executive stakeholders.

Experience

Fingerpaint Medical | Remote | Senior Web Developer | September 2023 – Present

- Leads full-cycle web development across a portfolio of pharmaceutical and healthcare clients, collaborating with cross-functional teams (design, strategy, analytics) to build and optimize responsive sites and applications.
- Helps define the technical architecture strategy, covering stack selection, build tooling, and deployment pipelines (Azure, WP Engine), prioritizing performance, scalability, maintainability, and WCAG accessibility compliance.
- Implements Git-based CI/CD workflows and automation (Webpack, Gulp, Grunt) to standardize development processes across engagements.
- Key projects: belotero.com, kengreal.com, chiesihealthcareeconomics.com

Highspot | Remote | Marketing Web Developer | June 2022 – June 2023

- Partnered with design, marketing, and executive stakeholders to help lead the redesign of the homepage, product, and careers pages, delivering against a strategic roadmap with an explicit focus on CRO, user experience, and measurable business performance metrics.
- Introduced a React-based design system with reusable components, improving code ownership, scalability, WCAG accessibility compliance, and cross-team collaboration.
- Implemented Australian market localization using Polyglot; managed GitHub Actions-based deployment pipelines to WP Engine across dev, staging, and production.

Walk West | Raleigh, NC | Senior Web Developer | November 2021 – June 2022

- Collaborated with SEO, design, and project management to develop custom WordPress sites for agency clients with a focus on performance, SEO, and accessibility compliance.
- Assisted in hiring and technical evaluation of developer candidates; provided recommendations on team fit and technical skills.

NSCAF | Remote | WordPress Developer | November 2019 – October 2021

- Drove a 275% increase in organic traffic through performance optimization, SEO improvements, and iterative content strategy.
- Managed an external development agency, overseeing quality, timelines, and delivery of web projects.

Autoshop Solutions | Apex, NC | Web Developer | June 2014 – August 2015

- Developed, maintained, and quality-tested custom WordPress and PHP websites.

Issuer Direct | Morrisville, NC | Front End Developer | October 2013 – June 2014

- Developed investor relations websites using a proprietary investor relations application.

Independent Projects & Freelance

Crossfxn LLC | Apex, NC | Founder & Full Stack Developer | 2024 – Present

- Building a portfolio of independent web and mobile products and consulting projects, including headless WordPress implementations using Astro and Next.js, static sites (Hugo, 11ty), WordPress sites and plugins, and a full-stack mobile application using React Native, Fastify, Supabase, and Twilio.
- Key projects: bucsbounty.com, realistagenda.com, theknuckle.com

Lavery Creative LLC | Apex, NC | Freelance Full Stack Developer | July 2015 – 2019

- Built custom websites and applications for clients across multiple industries, including real estate, financial services, and talent booking, using PHP, JavaScript, WordPress, and Git-based workflows.
- Worked within Agile methodology, participating in sprints and iterative delivery cycles across client engagements.
- Key projects: mallardrealtygroup.com, pacifictalent.com, cardinalcapitalmanagement.com, bfs-ind.com

Technical Skills

Languages / Frameworks / Design: HTML, CSS, JavaScript, TypeScript, PHP, React, Vue, Node.js, Express, SvelteKit, Next.js, Astro, 11ty (Eleventy), Hugo, Jekyll, Tailwind CSS, Sass, CSS Modules, Lightning CSS, Figma, Adobe CC

CMS & Platforms: WordPress (custom themes, plugins, Gutenberg blocks, ACF, WPML), WP Engine, Azure, AWS, Netlify, Render, DigitalOcean

Analytics & Optimization: Google Analytics, New Relic, heatmaps, A/B testing, CRO strategy, SEO/SEM

Tooling & DevOps: Git, GitHub Actions, CI/CD, Webpack, Vite, Gulp, Jira, Cloudflare, Sentry, PagerDuty

Backend & APIs: Fastify, Express, Supabase, Prisma, Twilio, Postmark, REST APIs

Education

Penn State University | Bachelor of Science, Information Sciences and Technology | 2023

Military Service

U.S. Air Force | Aircraft Mechanic | February 2007 – May 2011