

TAMARA DOWER

WordPress Developer / Front-End Developer / AI-Assisted Development

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SUMMARY

Seasoned WordPress and front-end developer with nearly 30 years of experience delivering high-performance, user-focused websites for enterprise clients including WebMD, CVS, and Kaiser Permanente. Expert in custom theme and plugin development, multisite architecture, and optimizing site performance for large-scale deployments. Combines creative design sensibility with deep technical expertise to produce responsive, accessible, and SEO-friendly solutions. Integrates Claude Code and other AI tools into the development workflow to build faster and automate repetitive tasks, with every line of AI-assisted code reviewed, tested, and built to last. Passionate about bridging the gap between design vision and technical implementation.

CORE SKILLS

WordPress / CMS:

- Custom theme development
- Plugin development
- Multisite management
- WP Engine Management
- WordPress Core installation
- Elementor, Kadence Blocks, Gravity Forms, WS Form
- Integrate third-party APIs
- ACF (Advanced Custom Fields), WooCommerce

Front-End / UI/UX:

- HTML, PHP
- CSS, SASS/SCSS
- JavaScript, jQuery
- Responsive design & accessibility
- SEO best practices
- A/B Testing
- Performance optimization
- Source Control

Tools / Platforms:

- Adobe Creative Cloud (Photoshop, Illustrator)
- PHPStorm
- Figma
- AWS
- Canva
- Smartsheet
- Zapier
- Jotform
- Claude Code / Claude.ai
- GitHub Copilot

Additional: Print production, project management, cross-functional collaboration

PROFESSIONAL EXPERIENCE

Tamara Designs – Central MA

WordPress Developer (Contract) – Prolerity | Aug 2026 – Present

- Handle WordPress build and development for the website redesign of Prolerity, a clinical trial marketing company, as part of a cross-functional design and project team.
- Build a custom modular theme powered by ACF from approved designs and client-provided content, accelerating development with Claude Code.
- Develop in a local PHPStorm environment and work within HIPAA/PHI confidentiality requirements for clinical research marketing.

Freelance Consultant / Contractor | Mar 1999 – Present

- Deliver end-to-end web solutions focused on front-end UI/UX and WordPress development.
- Translate creative vision into functional, high-performance websites.
- Use Claude Code and AI-assisted workflows to accelerate custom theme and plugin development, troubleshoot complex integrations, and automate repetitive tasks for faster client turnaround.

Selected Projects:

- Lipman Hearne – Hillsdale College: Redesigned college site using WordPress, Bootstrap, and Underscores theme.
- Grapevine Marketing – Next Step Bionics & Prosthetics: Merged two sites into responsive WordPress CMS with custom content types.
- Slalom Consulting – ThingWorx: Developed landing page features, user authentication, and hybrid theme/plugin customizations.
- Racepoint Group / DIG: Updated and enhanced client WordPress sites pre- and post-launch.
- University of Vermont – Training & Compliance: Created custom online courses for Blackboard using Captivate & PowerPoint.

SubjectWell – Austin, TX

Associate Director of WordPress Development / subjectwell.com / Nov 2023 – Jan 2026

- Developed custom WordPress sites for clinical trials and sales campaigns in a multisite environment; collaborating with marketing teams.
- Designed a modular ACF-powered theme, enabling efficient content updates and dynamic landing pages: hsstudies.com | mirumclinicaltrials.com | atopicdermtrial.com | pbc-study.com | libertypnprime.com
- Managed WP Engine multisite environments, overseeing updates, migrations, and site optimization.
- Created cloneable site utilizing Elementor for quick launch and scalable projects.
- Managed corporate site built by third party vendor in Elementor. Improved performance from a score of 81% to 97% over the course of a year (GTMetrix).

MD Connect, Inc – Waltham, MA (PatientCentra)

Associate Director of IT / Aug 2023 – Nov 2023

- Enhanced site performance by 35% and improved uptime to 99.7% through proactive infrastructure management.
- Reduced hosting costs by 34% annually via migration from AWS to WP Engine.
- Managed enterprise-scale multisite WordPress environments, ensuring HIPAA compliance, scalability, and zero downtime.
- Directed cross-functional teams, delivering IT initiatives on time and within budget.
- Standardized site management processes, cutting incident resolution time by 40%.

Lead WordPress Developer / Dec 2016 – Aug 2023

- Led development and maintenance of a 1,000+ site WordPress multisite network.
- Built modular ACF-based theme architecture allowing non-technical leads to manage content efficiently.
- Streamlined deployments, reducing new site and feature rollout time by 40%.
- Championed best practices for accessibility, SEO, and responsive design.

VOLUNTEER WORK & PROJECTS

Northeast Regional Parrot Head Convention / NERPHC.org / 2020 – Present

- Marketing Director (2020 – Present)
- Designed and built the new nerphc.org WordPress site in Elementor, including event schedule, sponsor pages, an interactive convention-history timeline, and a member story-submission page.
- Lead marketing for the annual convention: newsletters, registration drives, social media promotion, and copywriting.
- Automated attendee badge production with a Python script that merges registration data into Photoshop templates (264 badges).

Parrot Heads in Paradise / PHiP.com / Oct 2001 – Present

- IT Team Lead
- Manage plugins, update content, and maintain members-only site for 20,000 club members.

- Migrated existing WordPress sites to WP Engine; set up hosting for club sites.

Meeting of the Minds / MOTM.rocks – Annual Event Site | Jan 2022 – Present

- Built custom WordPress theme and dynamic content system for annual Key West event.
- Developed registration workflow using Jotform, Zapier, Google Sheets & Smartsheet; created graphics and print collateral.

Additional Sites: www.TropRepublic.com

ADDITIONAL EXPERIENCE (Condensed)

- Image Production Services – Worcester, MA | Marketing Manager | Mar 2016 – Sep 2017
- VBrick Systems – Woburn, MA | Software Engineer | Mar 2011 – Oct 2012
- Mount Wachusett Community College – Gardner, MA | Web Programmer & Site Administrator | Aug 2010 – Mar 2011
- StratBridge, LLC – Harvard, MA | Creative Director | Jan 2004 – Apr 2010
- Spade Technology – Mansfield, MA | Creative Director / Web Developer | Jan 2002 – Dec 2003
- CVS.com – Woburn, MA | Front-End Developer / Designer | Dec 2001 – Jan 2003
- Trellix Web Express – Maynard, MA | Web Designer | Jan 2001 – Sep 2001
- Permwave – Shrewsbury, MA | Senior Front End Developer | Oct 1999 – Feb 2001
- WebMD – Portland, OR | Front-End Team Lead – Launch | Oct 1999 – Jan 2001

EDUCATION

Southern Vermont College – BA in Communications, Minor in Art | 1994

Last Updated: 10/12/2026