

Justin Gaynor

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//Full-Stack Web Developer

//jstn.codes

Profile

Full-stack web developer with 20+ years of professional experience and a lifelong passion for building on the web - starting with self-taught HTML in the late 1990s. Specializing in WordPress theme development, PHP, and front-end implementation, with deep experience on both the agency and client sides of the business. Oversaw the launch of hundreds of websites across a broad range of industries, from small businesses to nationally recognized brands. Brings additional strengths in digital marketing strategy, graphic design, and video production.

Experience

Web Developer; Freelance, Titusville, NJ – 2022-Present

Independent WordPress developer and digital marketing consultant serving both agency and direct clients. Built and maintain a diverse portfolio of production websites — highlights include:

- HEI Network (heinetwork.tv) — Designed and built a paywalled streaming platform on WordPress that generates over \$1M in annual revenue.
- Rosati Ice (rosatiice.com) — Ongoing design, development and maintenance for a regional water ice brand, managing the full WordPress stack and weekly updates.
- Various other websites: Younity NJ (younitynj.org), All Set in Somerset (whysomersetnj.org), United Way Greater Mercer County (uwgmc.org)

Tech Lead; HEI Network / On Cinema, Los Angeles, CA (Remote) – 2021-2025

Sole developer responsible for transitioning the popular web series On Cinema to an independent distribution model after its streaming home shut down. Architected and launched a custom WordPress-based subscription platform with paywalled video content, e-commerce, and member management. Platform now generates over \$1M in annual revenue.

Weblications / Creating Marketing Alliance (Princeton, NJ) - 2005 - 2022

Weblications was acquired by CMA; continuous tenure throughout.

Director of Web & App Development – 2019-2022

Led a team of developers and network technicians building websites and mobile applications for agency clients. Spearheaded a major initiative to migrate a large book of clients from

legacy ASP.net CMS platforms to modern, lightweight WordPress sites - improving performance, design quality, and long-term maintainability.

Lead Web/App Developer – 2010-2019

Led the company's expansion into mobile application development. Designed and shipped 50+ iOS and Android applications for clients using Objective-C, Swift, and Java. Built PHP and ASP.net web service layers to connect mobile apps to client databases and back-end systems.

Web Developer - 2005-2010

Designed, developed, and maintained client websites using a variety of content management systems and programming languages. Migrated legacy static HTML sites into responsive, CMS-driven platforms.

Education	The College of New Jersey; Ewing, NJ – Bachelor of Science, Interactive Multimedia (2006)
Expert Level Skills	Wordpress, PHP, MySQL, CSS, Bootstrap, Tailwind, Javascript, jQuery, AJAX, WooCommerce/eCommerce, Custom Theme Development, Custom Plugin Development, ACF
Proficient Level Skills	RESTful APIs, SOAP, Swift, Objective-C, Java, Figma
Other Skills	Digital Marketing, Graphic Design, Photography, Video Production
References	Darrell Christmas (Creative Director, Imbue Creative) Email: dchristmas50@gmail.com Phone: 201.522.1831 Bob Weber (President/Owner, Weblications) (Retired) Email: tennisguy34@gmail.com Phone: 609.558.4803 Jason Ertel (Network Administrator, CMA/Weblications) Phone: 609.915.1583
Website Examples	Please visit my online portfolio at http://jstn.codes Younity (formerly Womanspace) - https://www.younitynj.org Responsible for: Front-end development, back-end development, ongoing maintenance

All Set In Somerset - <https://whysomersetnj.org>

Responsible for: Design, front-end development, back-end development, ongoing maintenance

HEI Network - <https://heinetwork.tv>

Responsible for: Design, front-end development, back-end development, E-commerce implementation, maintenance, digital marketing, social media, video production.

United Way Greater Mercer County - <https://uwgmc.org/>

Responsible for: Front-end development, back-end development, ongoing maintenance

NJMEP - <https://njmep.org/>

Responsible for: Front-end development, back-end development, E-commerce implementation, Salesforce integration