

Chris Harlow

Senior Web Developer | WordPress • Accessibility • SEO/AEO/GEO • Analytics
Virginia, USA • PSM I Certified

Professional Summary

Senior hands-on web developer with 13+ years of experience building, maintaining, optimizing, and securing production websites across WordPress, PHP, JavaScript, APIs, analytics, accessibility, and search. Deep experience translating Figma and other design systems into responsive production builds; developing custom WordPress themes, plugins, ACF-style functionality, and integrations; and owning web projects from concept through launch and ongoing maintenance. Experienced in SEO, AEO/GEO, GA4, Google Tag Manager, Semrush, WCAG accessibility, A/B testing, migrations, CI/CD, and production system ownership. Brings executive-level technical judgment while preferring direct, hands-on development and measurable web outcomes.

Technical Skills

Web Development: WordPress, Elementor, Gutenberg, custom themes/plugins, ACF, PHP, Laravel, JavaScript, Vue.js, HTML5, CSS/SCSS, MySQL, REST APIs

Search & Analytics: Technical SEO, AEO/GEO, structured data/schema, Core Web Vitals, Semrush, GA4, Google Tag Manager, keyword research, CRO, behavioral analytics

Accessibility & UX: WCAG 2.2, ARIA, semantic HTML, screen-reader testing, keyboard accessibility, color-contrast compliance, responsive design, Figma, Adobe XD

Experimentation & Delivery: Website and email A/B testing, migrations/replatforming, QA, CI/CD, Git, WP Engine, AWS, DNS, SSL, VPS/server administration

Security & Integrations: Access control, secure asset delivery, database/application security, bot mitigation, rate limiting, third-party integrations, API design

Professional Experience

Chief Technology Officer — Item, Inc.

Woodbridge, VA | May 2026 – Present

- Continue as a hands-on engineer while providing company-wide technology leadership, building and maintaining production web systems across Laravel, WordPress, Vue, APIs, infrastructure, and internal tooling.
- Own web performance and search strategy across technical SEO, on-page optimization, schema/structured data, AEO/GEO, analytics, behavioral UX, and ongoing optimization.
- Use GA4 and Google Tag Manager for measurement and tracking, including event-oriented analytics work supporting marketing and product decisions.
- Apply and teach practical accessibility standards, including ARIA, semantic markup, screen-reader testing, keyboard usability, and visual contrast requirements.
- Build secure application and infrastructure solutions, including protected asset delivery, access control, bot/scrapper mitigation, rate limiting, server maintenance, SSL, DNS, and CI/CD.
- Partner with marketing and other non-technical stakeholders to translate business goals into production-ready web solutions and measurable improvements.

Director of Web Technologies — Item, Inc.

Woodbridge, VA | Dec 2022 – May 2026

- Architected and developed full-stack systems using Laravel, WordPress, Vue, and custom middleware, including admin portals, data workflows, and internal tools.
- Unified WordPress and Laravel in a dual-database architecture that allowed marketing content to be authored in WordPress and rendered through Laravel for performance and consistency.
- Led website migrations and platform changes while preserving uptime, content integrity, redirects, analytics, and search performance.
- Ran website experimentation and A/B testing, and supported email-marketing A/B tests to improve engagement and conversion outcomes.
- Produced UI/UX assets in Figma and Photoshop and implemented responsive web experiences across sites and applications.

Corporate Technology Developer — Biltmore Estate

Asheville, NC | Jun 2022 – Dec 2022

- Built custom WordPress plugins and Gutenberg blocks and developed responsive user interfaces backed by REST API endpoints.
- Conducted accessibility audits and remediations, including ARIA implementation, semantic markup, screen-reader validation, keyboard behavior, and on-page accessibility requirements.
- Designed UI prototypes in Figma and deployed production solutions through AWS environments.
- Shared accessibility practices with teammates and helped reinforce accessible development standards.

Project Manager — coach.today

San Diego, CA | Mar 2022 – May 2022

- Managed remote development teams, coordinated client communication, and kept technical delivery aligned with feature and business requirements.
- Improved CRM-driven visibility for project and client data while supporting agile delivery workflows.

Freelance Web Developer — Cyber Leviathan

Staunton, VA | Feb 2018 – Jun 2022

- Built and maintained custom websites and full-stack applications using PHP, MySQL, JavaScript, jQuery, Bootstrap, and WordPress for paying clients.
- Owned the full website lifecycle: discovery, mockups, implementation, SEO, responsive behavior, launch, maintenance, troubleshooting, and long-term support.
- Applied technical SEO, keyword research, analytics, conversion-focused improvements, and experimentation across client marketing sites.

Web Designer — Mosaic Learning

Columbia, MD | May 2021 – Nov 2021

- Built accessible WordPress sites from Adobe XD designs using Elementor, custom themes, PHP, CSS, and ACF; also implemented ACF-like functionality directly in custom themes when appropriate.
- Worked with WP Engine and modern WordPress development workflows to build, maintain, and deploy client sites.
- Received formal accessibility training and implemented WCAG-focused remediation using ARIA, semantic markup, screen-reader testing, keyboard accessibility, and contrast requirements.
- Executed technical SEO and analytics work and used Semrush for keyword and search research.
- Completed a government-agency website migration within legally constrained migration windows, coordinating timing and implementation requirements to maintain compliance.

Systems Test Engineer — Cobbler

2007 – 2008

- Authored formal test procedures and SOPs for proprietary telephony devices deployed in high-security operational environments.

- Executed structured validation and adversarial testing, documented reproducible defects, and worked with hardware and firmware engineers to verify fixes and prevent regressions.

Certifications & Education

Professional Scrum Master™ I (PSM I) — Scrum.org

Associate of Applied Science (AAS) — Electronics