



MARK POPKES

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Based in Southern Utah | Available for Remote Work

Senior Frontend Developer with 15+ years specializing in custom WordPress development and modern web technologies. Built numerous responsive, high-performance websites for diverse industries ranging from small businesses to enterprise clients. Proficient in the WordPress architecture, HTML and CSS with a proven track record of improving site performance and enhancing user experience. Experienced in leading projects from concept to deployment while collaborating with cross-functional teams.

Professional Experience

MARK POPKES, LLC | FREELANCE – 2017-PRESENT

- **Delivered custom WordPress solutions** for diverse clients across healthcare, tourism, and manufacturing industries, focusing on performance optimization and user experience.
- **Developed complex e-commerce solutions** using WooCommerce, including custom checkout flows, payment gateway integrations, and inventory management systems.
- **Built responsive, mobile-first themes** with advanced functionality including custom post types, API integrations, and dynamic content management.
- **Collaborated with design agencies** (L7 Creative, Fervor Creative) as lead developer on complex projects spanning multiple industries and business objectives.
- **Implemented advanced WordPress functionality** including custom post types, meta boxes, and REST API integrations for sophisticated data management solutions.
- **Notable Clients:** Keillor Capital (financial services), Lakani Tours (luxury travel), Signage Solutions (B2B manufacturing).

L7 CREATIVE, INC | SR. FRONTEND DEVELOPER – 2021-2025

- **Led frontend development** for diverse WordPress websites, consistently delivering projects on time and exceeding client expectations
- **Architected scalable WordPress solutions** using modern PHP practices, custom fields architecture, and optimized database queries
- **Enhanced site performance** by implementing lazy loading, image optimization, and caching strategies, significantly reducing load times across all projects

KEY PROJECTS:

- **Property Masters:** Custom property management platform with advanced search filters and user dashboards.
- **Eisenhower Health Careers:** Advanced careers portal with ATS integration, automated job imports, dynamic search/filter functionality, and health-focused content management system.
- **L7 Creative:** Agency website with dynamic portfolio showcase and advanced contact forms.

SDA CREATIVE | WEB DESIGNER / DEVELOPER – 2006-2017

- **Managed comprehensive web development projects** from initial client consultation through deployment and ongoing maintenance
- **Built extensive portfolio of websites** using HTML, CSS, JavaScript, and WordPress for small to medium businesses across various industries
- **Established efficient development workflows** and client communication processes that streamlined project delivery and enhanced client satisfaction
- **Cultivated strong client relationships** through quality work and professional service, resulting in high client retention and referral rates

NOTABLE PROJECTS:

- **Mikasa Sports:** E-commerce platform built with WooCommerce
- **Dinsmore Inc.:** Custom designed corporate website built with custom fields and post types
- **Redwood City Improvement Association:** Custom designed informational website for Redwood City, CA equipped with event management and business directories.

Technical Skills

Frontend Technologies: HTML5, CSS3 (SASS/SCSS), JavaScript (ES6+, jQuery), PHP, MJML

Frameworks & Libraries: Node.js, Bootstrap, Foundation, WordPress

Development Tools: Cursor, VS Code, Git (GitHub/GitLab workflows), Gulp.js, Local by Flywheel, MAMP Pro

WordPress Ecosystem: Custom Theme Development, WooCommerce, Advanced Custom Fields (ACF), Beaver Builder, Divi, Elementor (Pro), Custom Post Types, WordPress Hooks/Filters

Design & Collaboration: Adobe Creative Suite, Sketch, Figma, Responsive Design, Cross-browser Compatibility, Asana, Slack, ClickUp

Performance & SEO: Page Speed Optimization, Core Web Vitals, SEO Best Practices, Accessibility (WCAG 2.1)

Education

BIOLA University | La Mirada – BFA Studio Arts, 2002-2005

Additional Learning

Actively pursuing modern JavaScript frameworks (React, TypeScript) and advanced WordPress development techniques through online courses and community involvement

Professional Interests: Web performance optimization, accessibility standards, emerging web technologies, AI integration in web development

Personal Interests: Action sports (surfing, skateboarding, snowboarding), hiking, photography, gaming, science fiction and fantasy literature