

CHRIS PATERSON

Website Developer & Digital Project Manager

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PROFESSIONAL SUMMARY

Results-driven Website Developer and Digital Project Manager with 20+ years of experience delivering end-to-end web solutions across agri-food, education, and technology sectors. Proven track record building high-performance WordPress platforms, driving organic search growth through technical SEO and structured data, and managing the full digital project lifecycle from VPS hosting setup to post-launch analytics. Known for translating complex technical requirements into clean, accessible, user-friendly experiences that measurably improve engagement and business performance.

CORE COMPETENCIES

- ✓ WordPress & CMS Development
- ✓ HTML5 / CSS / JavaScript / PHP
- ✓ Technical SEO & GEO Audits
- ✓ UX/UI Design
- ✓ Web Accessibility (WCAG)
- ✓ Google Ads
- ✓ VPS Hosting & Server Admin
- ✓ Structured Data & Schema
- ✓ Adobe Creative Cloud Suite
- ✓ Analytics & Data-Driven Marketing
- ✓ E-Learning / SCORM (Articulate)
- ✓ AI-Ready / GEO Optimization

PROFESSIONAL EXPERIENCE

Website Developer / Digital Project Manager | *Synthesis Agri-Food Network* Nov 2019 – Present

- ▶ Engineer responsive, high-performance WordPress websites from Adobe XD design mock-ups, consistently meeting SEO, GEO, and AEO optimization standards and WCAG accessibility compliance.
- ▶ Conduct comprehensive technical SEO audits and implement structured data markup, producing measurable improvements in organic search visibility and click-through rates.
- ▶ Own full website lifecycles end-to-end — VPS provisioning, CMS configuration, security hardening, performance tuning, and ongoing maintenance.
- ▶ Collaborate with marketing teams to integrate web content, analytics dashboards, and social media strategies into cohesive digital campaigns.
- ▶ Implement AI-ready solutions and generative engine optimization (GEO) techniques to future-proof content discoverability.

Interactive Developer | *Alchemy Systems* 2016 – 2018

- ▶ Built SCORM/AICC-compliant interactive e-learning modules using Articulate Storyline, HTML5, and Adobe CC for deployment across enterprise LMS platforms.
- ▶ Produced full multimedia asset pipelines (video, audio, and motion graphics) to maximize learner engagement and knowledge retention.
- ▶ Delivered front-end web maintenance and implemented analytics tracking to monitor course performance.

Website Developer / IT Administrator | *Cadsoft Corporation*

2007 – 2012

- ▶ Designed and managed global e-commerce platforms and online community hubs supporting 3D software marketing and customer training.
- ▶ Created integrated digital marketing campaigns (email, web collateral, paid media) that drove lead generation and directly contributed to product sales growth.
- ▶ Analyzed web and sales metrics to produce executive-level strategic insights and inform product roadmap decisions.
- ▶ Administered IT infrastructure including network security, hardware, and operational systems reliability.

ADDITIONAL EXPERIENCE

- ▶ **Web Developer / Digital Marketing Manager** — Directsave
- ▶ **Web Developer** — Mandel Scientific
- ▶ **Web Developer** — Holstein Canada
- ▶ **Web Developer** — Downtown Guelph Board of Management
- ▶ **IT Administrator** — University of Guelph, Office of Research (1997–2002)

EDUCATION

Graphic Design Diploma — Conestoga College