


Blake Cerecero

Senior Web Developer | San Antonio, Texas
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DigitalBlake.com 

github.com/Blake-C 

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TECHNICAL SKILLS

Content Management Systems: WordPress, Joomla, Drupal, Sitefinity, Sitecore
Programming Technologies: HTML5, CSS3, SCSS, JavaScript ES6, PHP8, JSON
Design Software: Adobe CC Photoshop/Illustrator, Figma, Sketch
Development Software: Git, NPM, Composer, Gulp, WebPack, WP-CLI, Docker, ZSH, PHPCS

PROJECTS

Seismic

seismic.com

- Two 1,000-page site migrations for seismic.com: WordPress to WordPress in 2022 and WordPress to Sitecore in 2025, keeping the site live throughout each cutover.
- Served as QA triage lead across a cross-functional team of 20+ during a high-pressure rebrand sprint.
- Migrated seismic.com from TranslatePress to WPML for multilingual support and trained content staff and EMEA regional teams on the new workflow; the 2022 relaunch drove a 50% increase in site visitors.
- Improved page load times from ~3s to ~2s across both migration cycles.

Republic Ranches

republicranches.com

- Integrated Google Maps JavaScript API to build interactive property map for filtering and searching.
- Utilized real estate schema markup on property detail pages for greater search engine relevance.
- Reduced image library from 20GB to 8GB by automating WebP conversion and compression on all uploads; improved page load times from ~3-5s to ~1-2s.

San Antonio Legal Services Association

sa-lsa.org

- Developed custom PHP Gutenberg blocks so admins could easily add UI components.
- Integrated Volunteer Hub API for clinic opportunities to assist families in need of pro bono services.
- Configured Legal Server API with WP All Import to schedule data integration into a custom post type to display pro bono cases for lawyers with filtering UI.

Core WP

github.com/Blake-C/core-wp

- Built Core WP, a WordPress starter framework for Full Site Editing (FSE) block themes with a Docker-first local development workflow and modern build tooling.
- Standardizes local PHP, NGINX, and MariaDB services via Docker so the development environment matches production from day one.
- Integrates ESLint, Prettier, and PHPCS to enforce code quality and consistency across projects.

Exit Intent Popup Plugin

github.com/Blake-C/wp-exit-intent-popups

- Built a WordPress plugin for exit-intent and timed popups with built-in A/B testing, impression tracking, conversions, and close events in a custom database table and surfaces per-popup conversion rates in an admin results dashboard with CSV export.
- Implemented exit-intent detection for both desktop (cursor exit via mouseleave) and mobile (scroll-reversal heuristic), with six configurable position modes including cursor-relative modal placement.
- GA4 event tracking for popup impressions, CTA clicks, and dismissals.
- Built the frontend in vanilla JavaScript with WCAG 2.1 AA compliance: ARIA dialog attributes, keyboard focus trap, ESC key support, and reduced-motion animation fallback.

PROFESSIONAL EXPERIENCE

Senior Web Developer — Seismic

February 2022 — Present

- Served as development lead for the WordPress-to-Sitecore migration, collaborating with design, brand, content, and SEO specialists and participating in leadership meetings to resolve technical conflicts.
- Served as a technical point of escalation to align stakeholders across teams during high-stress, timeline-constrained delivery sprints.
- Documented workflows and technical setup for long-term knowledge handoffs across security, leadership, and privacy teams.
- Led post-business-hour code deployments and quality assurance for seismic.com.
- Onboarded team of 6 contractors in operating procedures of seismic.com for developers and producers.

Web Developer — Gray Digital Group

January 2014 — February 2022

- Communicated with Account Executives, Project Managers, and Designers to determine client requests and estimate time needed to research, design, develop, test, and launch projects.
- Trained clients in groups of 1-6 on how to use the admin UI for WordPress, Joomla, Drupal, and Sitefinity.
- Quality assured sites to track browser support, HTML validation, script errors, usability, and build quality.

Web Developer — DigitalBlake.com

January 2013 — Present

- Developed WP Foundation 6 standard coding library for code consistency between teams.
- Developed mobile mega menu jQuery plugin that generates a horizontally scrollable navigation.
- Created a JavaScript NPM module using the YouTube API to create custom embedded playlists.
- Programmed Joomla 3.x modules for social media sharing without utilizing JavaScript.

Web Designer Developer — PPDG, Inc.

February 2012 — January 2013

- Coordinated migration of all websites to new server, running latest PHP, MySQL, and Apache.
- Designed and programmed Employee Portal on Joomla 2.5 for 600+ field employees.
- Trained corporate office of 30+ employees on operation and business rules of Employee Portal.