

Anthony Brown

Lead Full Stack PHP / WordPress Developer

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worcesterwideweb.com | github.com/anthonysbrown | wordpress.org/smartypants | codeable.io/developers/anthony-brown

Professional Summary

Results-driven Full Stack PHP Developer with 20+ years of experience designing, developing, and optimizing web applications. Specialized in WordPress, PHP 8, JavaScript, and cloud-based architecture (AWS). Proven record of delivering cost-saving, scalable solutions with measurable business impact. Strong communicator adept at leading teams and building modern front-end experiences with React and Node.js.

Core Competencies / Skills

PHP 7.X/8.x, WordPress Core, REST & SOAP APIs, React.js, Node.js, JavaScript (ES6+), jQuery
AWS (S3, EC2, CloudFront, Route53), Azure, Linux, DigitalOcean
WooCommerce, ACF, WPML, LearnDash, Gutenberg, Elementor, Webflow,
MySQL/PostgreSQL, GIT, MVC, PSR-4, Composer, GitHub Actions, CI/CD Pipelines, Docker,
Performance Optimization, Security Hardening, Agile (Jira/Basecamp)
Google Analytics, Tag Manager, OneTrust, Cookie Consent Tools, Full stack development,
WCAG/ADA accessibility compliance, Cross-Browser / Cross-Device Testing

Professional Experience

Lead PHP WordPress Engineer

Warner Bros. Discovery - Remote | Nov 2022 – Present

- Cut engineering effort by 60% by architecting a React-based self-service studio app that connected NCIS consent data. Enabled non-engineers to configure consent rules, reducing developer workload.
- Lowered privacy rights processing volume by 40% via a geo-blocking feature in WordPress multisite, saving compliance teams thousands of hours annually.
- Migrated legacy codebase from PHP 7.4 to 8.2, modernizing deprecated functions and improving stability.
- Built WordPress REST API integrations for user data, localization, and legal text management, enabling multi-brand support across 40+ countries and 18+ languages.

- Delivered custom Google Analytics & Tag Manager event tracking, ensuring GDPR/CCPA compliance while supporting business insights.
- Managed AWS infrastructure (EC2, CloudFront, Route53, Certificate Manager) for global availability and cost efficiency.
- Maintained a complex WordPress multisite setup supporting multiple brands within the Privacy Center.
- Built a feature allowing each brand to host its own sub-site under the Privacy Center, significantly reducing costs compared to standalone privacy centers.
- Extensive experience with Advanced Custom Fields (ACF) and WPML, enabling robust multilingual and customizable content solutions.
- Maintained a content strategy for engaging user flow

Full Stack WordPress Developer

Vanderbilt University - Nashville, TN | Aug 2024 – July 2025

- Built a custom analytics dashboard for LearnDash, giving administrators real-time insights into student progress.
- Enabled advanced quiz filtering/reporting, reducing superintendent review time by 35%.
- Designed exportable reports with Excel/CSV automation, improving transparency for thousands of learners.
- Developed features as custom add-ons for LearnDash, ensuring seamless integration with WordPress core functionality.
- Leveraged ACF and custom post types to extend LearnDash capabilities for reporting, filters, and analytics.

PHP / WordPress Full Stack Developer

Codeable - Remote | Jan 2015 – Aug 2024

- Built custom plugins, WooCommerce integrations (inventory sync, gateways), and security hardening solutions, increasing client revenue and uptime.
- Deployed scalable hosting on AWS, DigitalOcean, and Azure.
- Completed over 1700 projects with a consistent 5-star rating, building trust and long-term relationships with clients.
- Delivered a wide range of solutions from simple bug fixes to complex API and CRM integrations, tailoring WordPress and PHP to diverse client needs.
- Extensive experience customizing WordPress through plugins, WooCommerce, and advanced integrations.
- Built headless WordPress website using REACT and WordPress backend.
- Developed and configured Shopify websites and integrated them with WordPress

PHP Developer

DLG Results / Smarty Plugins - Worcester, MA | Feb 2004 – Oct 2022

- Led development of proprietary CMS and custom obituary software integrated with cemetery systems.
- Created public WordPress plugins such as SP Client Document Manager, maintaining ongoing support and features.
- Developed payment gateways and REST API integrations tailored to client needs.

Education

Worcester Technical High School - Worcester, MA | Sep 1995 - Jun1999
Engineering and Computer Science

Projects & Open Source Work

Innovacare - <https://innovacarehealth.com/>

- Helped Innovacare develop custom health care integrations to their Urgent Care Centers. Gravity forms integrations to retrieve medical data and allow users to sign forms and upload that data back to quickbooks.

Norton Healthcare - <https://nortonhealthcare.com/>

- Norton Healthcare came to me to design and develop their website, it was built with WordPress using FacetWP and has custom API integrations to display wait times at urgent care clinics. I also integrated internal systems doctors information using endpoints into their physician look portal.

Smarty Pants Plugins - <https://smartypantsplugins.com>

- Developed a WordPress document management plugin with role-based permissions, task reminders, cloud offloading, and WooCommerce integration.

FuneralPress - <https://wpfuneralpress.com>

- Built obituary plugin for funeral homes and cemeteries, including pet obituaries at petheaven.org.

Worcester Wide Web - <https://worcesterwideweb.com>

- Personal development blog sharing tips and tutorials with the WordPress and PHP community.