Marshall Kapfudza

Full Stack Web Developer

(917) 992-7978 | marshallkapfudza@gmail.com

Summary

Full Stack Web Developer with 7+ years of experience across the entire web development stack. Proven ability to architect, develop, and optimize robust, user-friendly, and secure web applications. Adept at leveraging modern front-end frameworks, back-end technologies, and API integrations to deliver exceptional digital experiences. Committed to clean code, performance, and collaborative problem-solving. Quick study, ability to quickly learn and embrace emerging technologies.

Technical Skills

CSS, HTML, JavaScript, Web Accessibility (ADA), PHP, MySQL, Node.js, Ruby on Rails, GraphQL Integration, Custom WordPress Themes & Plugins, WooCommerce Development, WordPress REST API (Custom Schemas, ACF, Custom Post Types), Third-party API Integrations, Website Performance Analysis, Optimization, Bottleneck Identification, SEO Strategies, Code Review & Debugging, Code Optimization, Agile Methodologies (Scrum).

Professional Experience

Full Stack Web Developer | Freelance | Orlando, FL
October 2024 – Present

- Applied client-requested modifications to a WordPress landing page using Elementor.
- Working on a rental application with real-time data integration via Apollo and GraphQL, Node.js back-end, and React front-end.

Senior Web Developer | Marriner Marketing | Columbia, MD
February 2022 – October 2024

- Developed custom WordPress themes and plugins to meet project requirements, and ensuring scalability, performance, and security.
- Code reviews on gitHub ensuring code quality, consistency, and adherence to best practices.

- Enhanced website speed and efficiency by analyzing performance bottlenecks and deploying optimization techniques like image compression and code compilation.
- Integrated third-party APIs and services to WordPress websites, including email marketing platforms (PostUp), and analytics tools.
- Created and maintained custom REST APIs for WordPress, enabling seamless data exchange between front-end and back-end systems.
- Developed and maintained WooCommerce stores, including custom product types, payment gateways, and shipping methods.
- Collaborated with project managers, and designers to gather requirements and ensure on-time, on-budget project delivery.
- Guaranteed web accessibility (ADA) compliance through ongoing maintenance and timely remediation of issues.
- Diagnosed and resolved complex technical issues (plugin conflicts, database errors, server-side problems).
- Oversaw Umbraco projects, ensuring data migration aligned with client requirements.
- Implemented SEO strategies that increased organic traffic by 20%.
- Integrated Vue.js into a WordPress website for a custom calculator, and improved site performance.
- Developed and automated email marketing campaigns using Salesforce platform.
- Actively participated in Agile Scrum ceremonies.
- Secured WordPress websites by consistently updating core, themes, and plugins, significantly minimizing security risks.

Full Stack Web Developer | Some Spider Inc. | New York, NY
February 2020 – December 2021

- Developed numerous WordPress plugins, including one for Amazon Ads API integration (implemented on scarymommy.com and fatherly.com).
- Build a custom JSON API to integrated with a internal Laravel application.
- Led planning for a new platform designed to host embeddable features across three major company websites.
- Built and Imported data from REST APIs using a custom React framework integrated with GraphQL.
- Parsed data using mobiledoc-kit to build a custom React CMS.
- Created custom schemas to extend the WordPress REST API.
- Integrated PostUp email software for email marketing purposes.

Full Stack Web Developer | Responsive Digital Inc. | Cape Town, South Africa
January 2016 – May 2018

- Transitioned from Front-End to Full-Stack responsibilities.
- Coded UI from mock-ups (Sketch, InDesign, wireframes) using HTML, CSS, and JavaScript, ensuring responsive user experiences.
- Developed, updated, and maintained wordpress websites.
- Contributed to back-end API and collaborated in data structure planning.
- Build RESTful APIs.
- Managed hosting for major clients and ensured production readiness through testing.
- Practiced clean coding and implemented SEO fundamentals.
- Tested for usability and resolved bugs.
- Managed Angular application state using NgRx Store.
- Managed code contributions (pull requests) on GitHub/Bitbucket, enforcing standards and merging approved code.
- Trained junior developers to setup wordpress and Craft CMS.
- Utilized task runners (Grunt, WebPack, Gulp) for automation.
- Contributed on SEO strategies.

Education

Computer Science (A.S.) | BMCC | New York, NY
Completed: December 2021

Web Application Development Diploma | City Varsity | Cape Town, SA
Completed: November 2012

Certifications

- **NodeJS, The Complete Guide (MVC, REST APIs, GraphQL, Deno)** - Udemy, May (2023)
- **React, The Complete Guide (incl. Next.js, Redux)** - Udemy (2022)
- **Full Stack Web Developer Nanodegree** - Udacity (2017)
- **Front-End Web Developer Nanodegree** - Udacity (2016)