



Work History

Craig Steelman

Overview

This document gives a work history and skill set overview for Craig Steelman. My primary focus of work is providing WordPress Support and Development, SEO and Internet Marketing, and hosting and IT support for a wide range of clients.

Software Development and System Admin Experience

I am a full stack developer with coding abilities in PHP, JavaScript, CSS, HTML and I am a valuable resource for legacy code including but not limited to ASP classic. I'm a capable Linux and Microsoft Server admin who knows many different cloud platforms including AWS, Salesforce, Rackspace, Google and others.

Search Engine Optimization and Digital Marketing Experience

I have been running SEO and digital marketing campaigns for over 20 years, and have worked for several marketing agencies. I know many of the digital marketing tools such as Google Adwords, Analytics, Search Console, Ad Scenes, Facebook Ads and Pages, Email marketing software, and CRM's including Salesforce.

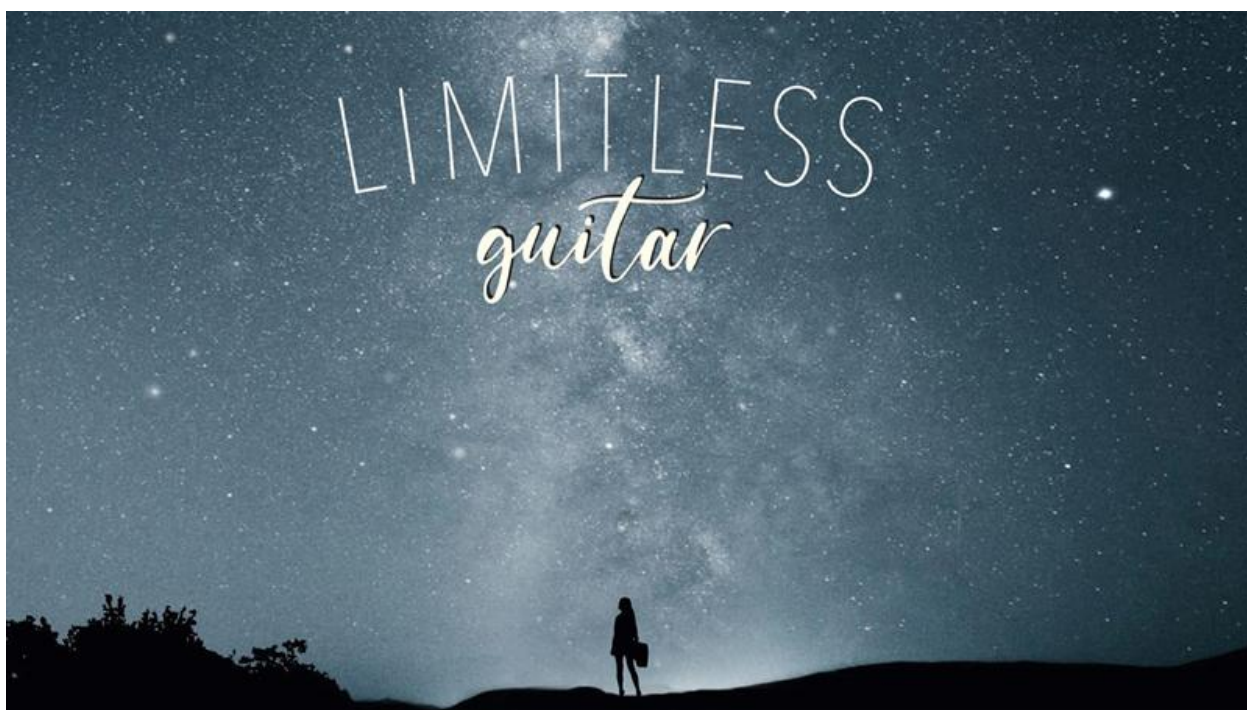
My Work

WordPress E-commerce

Limitless-Guitar.com

Technology Stack: WordPress, WooCommerce, Divi, Woo Subscriptions, PayPal

Limitless Guitar features a recurring membership system with premium paywall content built with WooCommerce and Woo Subscriptions. Custom design includes animated gifs for the header graphics and CSS and PHP code modifications were made via a child theme to alter the base Divi template. Training was provided to the client to utilize the Divi page builder and publish videos behind the membership paywall . Newsletter forms were integrated with Mailchimp. SEO and other Social Media consulting was provided to help the client re-brand from her old website and harness old page rankings. Technical support was provided for hosting and email migration.



Texas Cardiac and Arrhythmia

Technology Stack: WordPress, SEMRush, Google SEO

A long term client of mine, TCA Heart's website has gone through several re-builds, with the latest creation built in WordPress and the Divi builder. I was able to successfully rank new doctors #1 for their profile pages on selected keywords provided by the client

Link: TCAHeart.com



University of Texas

Technology Stack: [Drupal](#), [Salesforce](#), [WordPress](#), [ASP Classic](#), [Imodules](#).

I was the lead developer for the University of Texas Alumni association for a multi year project transitioning their web infrastructure from a ASP Classic .net CMS backend system, into a Drupal frontend and Salesforce backend system. We also had several WordPress websites for other organizations, a complex email distribution system with Imodules, and custom API interfaces with other campus mainframe and Orcles systems. During the transaction I was responsible for fixing difficult missions critical issues with the legacy code and hosting system, while also developing new systems. I developed many different custom modules for Drupal including a custom payment gateway, search systems, chapter profiles and event listings, and single sign on integrations to name a few. I provides support to several other Jr developers, graphic art designers, and DB admins.

Texas Hill Country Surf

WordPress, SEMRush, Google SEO, Google Paid Ads, Facebook and Social Media

Link: Texashillcountrysurf.com

Website is built using WordPress and the MagPlus theme. The website has been optimized for speed and SEO with WP Engine's caching system and CDN. The site has a 95 A ranking on Google Speed test and ranks in the top page of Google for many key phrases related to Texas Hill Country entertainment content. This website is monitored with SEMRush and improvements are made monthly to enhance traffic and rankings. The site has been monetized with direct ad sales and Google AdSense campaigns.

The screenshot shows the Google PageSpeed Insights interface for the website <https://texashillcountysurf.com/>. The score is 95, which is in the 'Good' range (90-100). The interface includes a search bar with the URL, an 'ANALYZE' button, and tabs for 'MOBILE' and 'DESKTOP'. Below the score, there are sections for 'Field Data', 'Origin Summary', and 'Lab Data'. The 'Lab Data' section shows the following metrics:

Metric	Value
First Contentful Paint	0.9 s
Time to Interactive	0.9 s
Speed Index	1.5 s
Total Blocking Time	0 ms

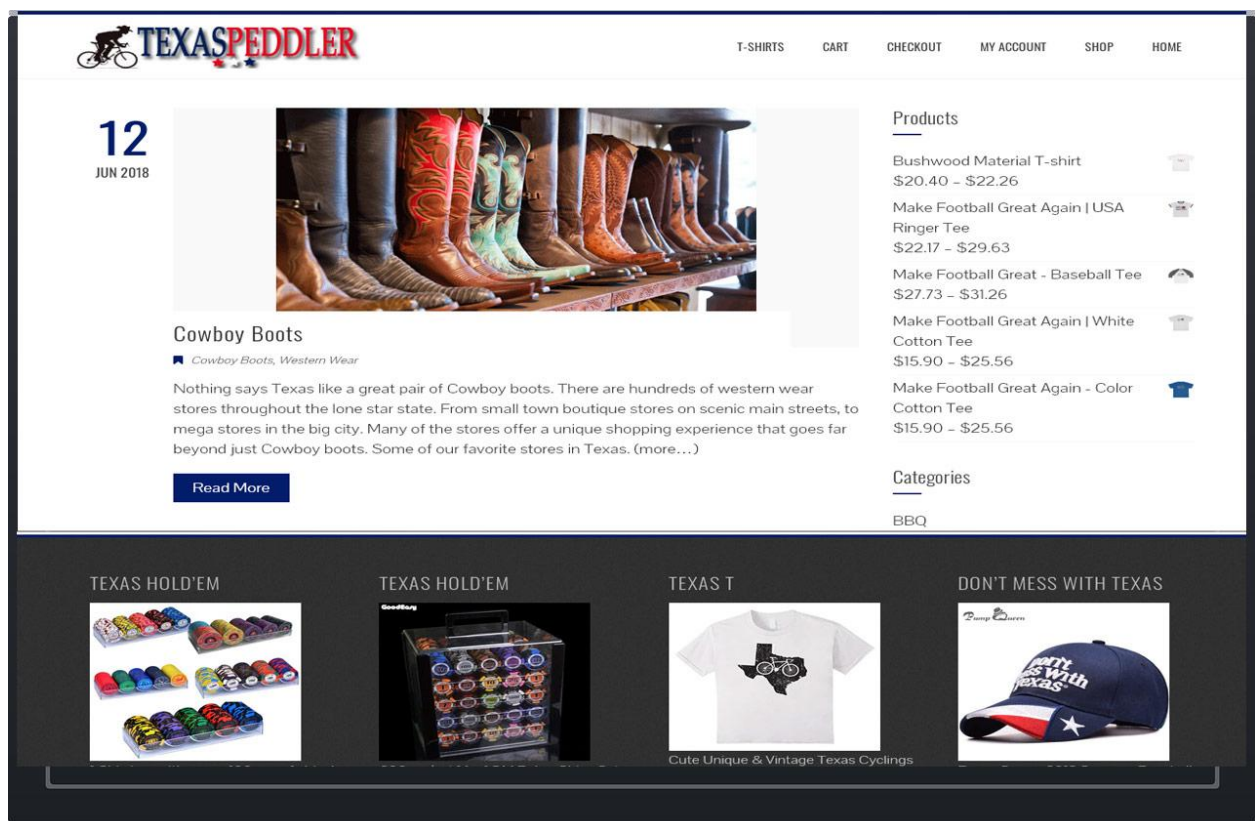
The 'Field Data' and 'Origin Summary' sections indicate that the Chrome User Experience Report does not have sufficient real-world speed data for this page and origin, respectively. A small thumbnail of the website is visible on the right side of the 'Field Data' section.

Texas Peddler

Technology Stack: WordPress, WooCommerce, Printify, Alibaba

Link: [Texaspeddler.com](https://texaspeddler.com)

Texas Peddler is a WooCommerce website with 2 drop ship integrations. The first is for affiliate products selected in Alibaba that allows the site admin to add in products about the great state of Texas. The second is a drop ship plugin that pulls in product information and Images from Printify and adds them automatically into WordPress. Orders placed in WooCommerce are automatically fulfilled in Printify's drop ship system. Multiple shipping options are configured including local pick for use in local garage sales.



White Horse Shopify Store

Technology Stack: Bootstrap, HTML, CSS, Shopify

Links: wh-rm.com

Bootstrap template with a Shopify Store. Shopify store features minor tweaks to the liquid template.

The screenshot shows the homepage of the White Horse Reference Materials Shopify store. The header features the company logo and navigation links. The main banner is titled "What makes and Aircraft Safe?" with the tagline "It's what's inside that counts... interstitially speaking, that is." Below the banner is a "OUR PRODUCTS" section displaying six product listings, each with a product image and detailed specifications:

- TA1 Titanium Pin Standard CRM**: Hydrogen: 88.4 mg/kg N2: 0.009 mg/kg O2: 0.176 mg/kg. Price: \$219.21
- TA2 Titanium Pin Standard CRM**: 101 mg/kg Hydrogen. Price: \$219.21
- TA3 Titanium Pin Standard CRM**: 216.2 mg/kg Hydrogen. Price: \$219.21
- TA4 Titanium Pin Quality Control Standard**: 101 mg/kg Hydrogen. Price: \$219.21
- TA5 Titanium Pin Quality Control Standard**: 101 mg/kg Hydrogen. Price: \$219.21
- TA6 Titanium Pin Reference Material**: 101 mg/kg Hydrogen. Price: Sold out

Below the products is a promotional offer: "Get a \$100 credit as a new customer." This is followed by a diagram of a titanium pin's atomic structure and a section titled "What's inside at the finest detail is what makes aircraft safe." which describes the company's precision and instrumentation. The final section, "Robust Characterization," highlights the company's adherence to ASTM standards and ISO 17024.

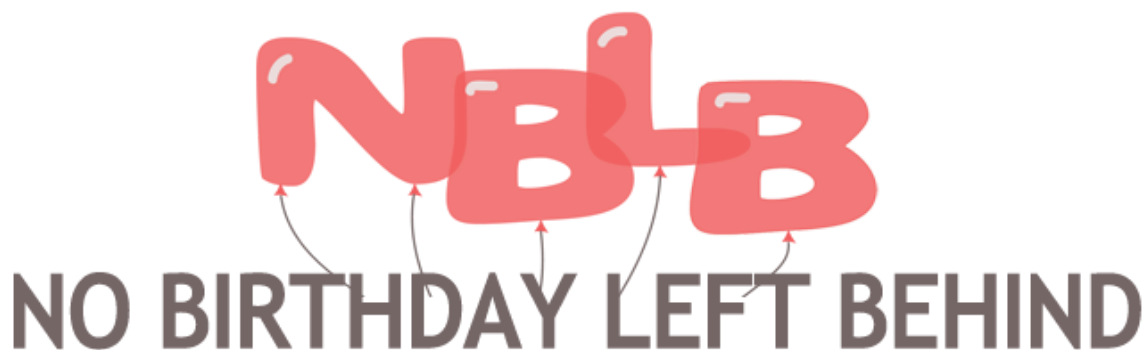
**MEMBER
ASTM INTERNATIONAL**
Helping our world work better

No Birthday Left Behind

Technology Stack: WordPress, Divi

Link: NoBirthdayleftbehind.com

Website redesign with video embedding, payment donation buttons, and hosting for high traffic spikes from national media exposure. We are happy to assist this worthwhile nonprofit that provides birthday parties to children who would otherwise go without one.



The Cardinal House

Technology Stack: WordPress, Divi, API Configuration, SEMRush

Links: cardinalhouserecovery.com

Custom Design, configuration of online payment system, and ongoing SEO support.

This website has ranked on the top page for many years for competitive keywords.

Temp-tations

Technology Stack: PHP, MySQL, OpenCart,, MailChimp JavaScript

I was a member of a development, design, and marketing team hired to create the Temp-tations MicroSite. The MicroSite is a web application that sold and displayed all purpose handmade kitchenware. MicroSite was integrated with Temp-tation's numerous 30 minute T.V infomercials.

MicroSite has four main segments: (1) e-commerce shopping cart, (2) source codes and dynamic phone numbers, (3) MailChimp integration, (4) fulfillment integration. Microsite was created in a collaborative environment utilizing .Git version control.

The screenshot shows the Temp-tations website interface. At the top, there is a navigation bar with the logo 'temp-tations presentable ovenware by tara' on the left, a contact number 'call 1-800-477-5858' and 'money back guarantee' on the right, and a menu with links: 'meet tara', 'testimonials', 'why temp-tations', 'faqs', 'recipes', and 'buy now'. The main content area is divided into two columns. The left column features a 'meet Tara' section with a photo of Tara McConnell and text describing her as the creator and designer of temp-tations. The right column features a product promotion for a 'Temp-tations 20 piece handcrafted carved old world set' priced at '\$33.33 + S&P' with '4 easy payments of \$33.33 + S&P'. Below the price, there are color selection options (green, blue, red, black) and a 'YUMMY COUNTRY CRANBERRY' label. A 'PLUS' section offers a 'FREE!' matching 2-quart decorative rooster oval baker. An 'Order Now!' button is prominently displayed at the bottom of the product section.

MicroSite's source codes and dynamic phone numbers is a feature that allows the website to track media campaigns via source codes. These source codes can generate special offers/pricing and other special conditions. The codes would also link to certain 1-800 numbers that were based on a campaign. When a commercial ran the customer would be directed to a url with a specific source code like <http://www.temp-tations.com/TT101>, when they went to this url they were redirected to the main site with the correct phone number and deals that corresponded with that campaign. Source code data is also used to track the performance of a campaign.

MicroSite's MailChimp integration allows the website to send all transactional emails via the MailChimp platform. This assures deliverability and allows for some tracking. MailChimp is also used to gather customer data for targeted marketing campaigns. There is also an abandoned cart feature that sends a customer service type emails to customers who made it to the final phase of checkout and entered their email but did not make a purchase.

call 1-800-477-5858 money back guarantee

temp-tations
presentable ovenware
by Tara

meet tara testimonials why temp-tations faqs recipes buy now

temp-tations is all-purpose, all-temperature, all-in-one, beautifully handcrafted kitchenware that goes from ovenware to **any-ware**.

Get your complete Temp-tations 20-piece set in the handcrafted Carved Old World pattern!
Just \$ 4 easy payments of \$33.33 + S&P
30day MONEY BACK GUARANTEE
Order Now! PLUS get a matching 8-quart decorative roaster oval baker FREE! (a \$40 value!)

✓all-temperature safe ✓oven safe
✓multi-purpose ✓dishwasher safe
✓refrigerator safe ✓microwave safe
✓metal utensil safe ✓freezer safe

"love my temp-tations, it really does what you say it does and makes the food taste better and makes cooking fun again. keep up the good work."
READ MORE TESTIMONIALS >

"I believe you and your family should be able to sit down and share a wonderful meal together, no matter how hectic your schedule. And that's why I created temp-tations - bakeware that goes from oven to table to refrigerator to microwave to dishwasher, all in one dish. It's all about making cooking easy again, simplifying your kitchen, and creating a beautifully inviting dinner table."
Tara McConnell
CREATOR & DESIGNER OF TEMP-TATIONS

Buy Now!
Temp-tations 20-piece handcrafted Carved Old World Set
✓ One 13x9, 4-qt. baker with our exclusive matching lid-lid
✓ Two 9x5, 1-1/2-qt. loaf pans, with matching glass trivets
✓ Four exclusive 10-in. grab-its
✓ Three wrought-iron baskets
✓ Seven snap on plastic lids
PLUS GET A BONUS! CHOOSE YOUR FAVORITE COLOR. \$33.33 PER PAYMENT WITH FREE! (a \$40 value!)

Complete 20-piece set
Temp-tations goes from recipe to bake, serve, store and reheat in just ONE dish.
It's ovenware, microwave, bakeware, storageware, fridgeware, freezerware, microvacuware, servingware, **anyware**.
Temp-tations ovenware saves you money, cabinet space and cleaning time because you don't have to use and clean multiple pans and dishes! Plus, all pieces in the set nest and stack together for easy space-saving storage.
It's affordable, durable, and made of beautifully handcrafted stoneware in an engraved design that's available in a variety of gorgeous colors. It's durable enough for every day, and beautiful enough for your fanciest dinners - so every meal is a special occasion.
Temp-tations makes cooking fun again, and makes it easier to sit down to a home-cooked meal together again. It's perfect for all your favorite recipes! From no-stick lasagnas to bubbling hot cobblers to home-baked breads.
Made of super durable stoneware fired at high temperatures, so it's safe to use at all temperatures and can go straight from the freezer to a 350° broiler. Plus, it won't scratch or chip and is metal-utensil safe.
Food cooks evenly, hot foods stay hot, and cold food stays cold. It's naturally non-stick, so there's no need for added batter or oils, and you save calories. Plus, it's a breeze to clean.
And multi-functional accessories like the Lid-It, Trivets, wrought-iron baskets and Grab-Its make Temp-tations ultra versatile.

Tara's Promise:
For Temp-tations you get 30 days. Experience how it simplifies your life, helps you cook effortlessly, and makes downtime spend again. If you're not 100% satisfied, just return it for your money back. No questions asked!
30day MONEY BACK GUARANTEE

Choose one of 5 beautiful colors!
VIVID COBALT CHERRYBERRY
Just 4 easy payments of **\$33.33** + S&P
Add to Cart

MicroSite's fulfillment integration piece allows the checkout process to calculate shipping based on location, size and weight. The shipping data was uploaded and imported into the OpenCart instances on a weekly basis. There is also a feature where the OpenCart instances would FTP CSV formatted order information to the fulfillment system. This would then be parsed and used to fulfill orders.

Nymbergcounseling.com

Technology Stack: WordPress, Chat

Website with custom login features and redirect. A HIPPA compliant chat system for registered users, and customized registration emails. Bookly installed and configured for appointment management.

PartyonrentalsWI.com

Technology Stack: WordPress, Divi, SEM Rush

A website redesign project that included Divi Page builder layout, and custom product listing pages built via Blog post categories. SEO Optimized.

Bearhawk Aircraft

Technology Stack: WordPress Divi

Website was rebuilt with the Divi Theme builder, and kept an "old school" look and feel per request from the client. The parts store features multiple shipping classes, accounting export features, and variable products. Hosting and Support provided for 5+ years.

Camellia Brands E-commerce

Technology Stack: WordPress, OpenCart

As a member of a boutique agency I worked on a project for a high traffic e-commerce site for the well known Camellia Brand beans. The site was built with a WordPress front end and integrated with a OpenCart shopping cart system. My job was to configure and modify a Volume Based shipping method for several sizes of flat rate boxes. Their extensive product line with several different sizes and dimensions made calculating all the possible combinations difficult. Rules were created on total volume related to the box, and other use cases for too many of a single product for a specific box size.

Help Desk Manager - Bain and Company

Performed daily Exchange 5.5 administrative tasks including mailbox migration, maintenance wizard, and account setup. Assisted in the design, testing, and roll-out of a Nortel Sprint RADUIS VPN for 2 sites within a 50 site multi-nation environment. Wrote and implemented login batch file procedures for automating updates of McAfee Anti-virus definition files, the registry, windows updates, and company proprietary software updates for company laptops in a WAN environment. Assisted in hardware upgrades of Novell File server, Exchange 5.5 server, and NT 4.0 MS SQL 7.0 server. Designed and built development NT 4 IIS 4.0 web server. Managed day-to-day operations of a 5-person IT help desk for 500 end users.

Education and Achievements

Emory University, Atlanta, GA. Bachelor of Arts in Political Science 1997

Casady High School, Oklahoma City, OK 1993

Microsoft Certified Systems Engineer 1999 -

Boys 18 Tennis: Duncan Open Champion | Runner-up Sooner State Games 1992

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