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.
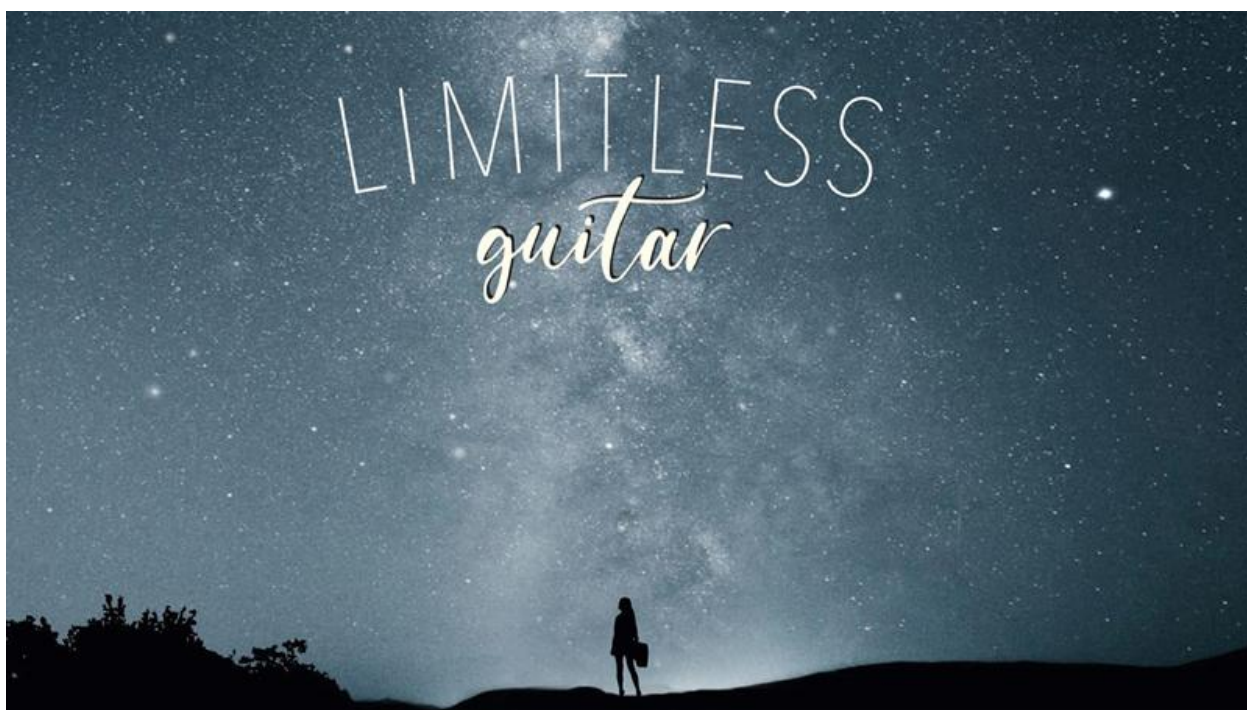
Texas Cardiac and Arrhythmia

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

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 Enginee'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.

Texas Peddler

Technology Stack: WordPress, WooCommerce, Printify, Alibaba

Link: 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 Printity 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.
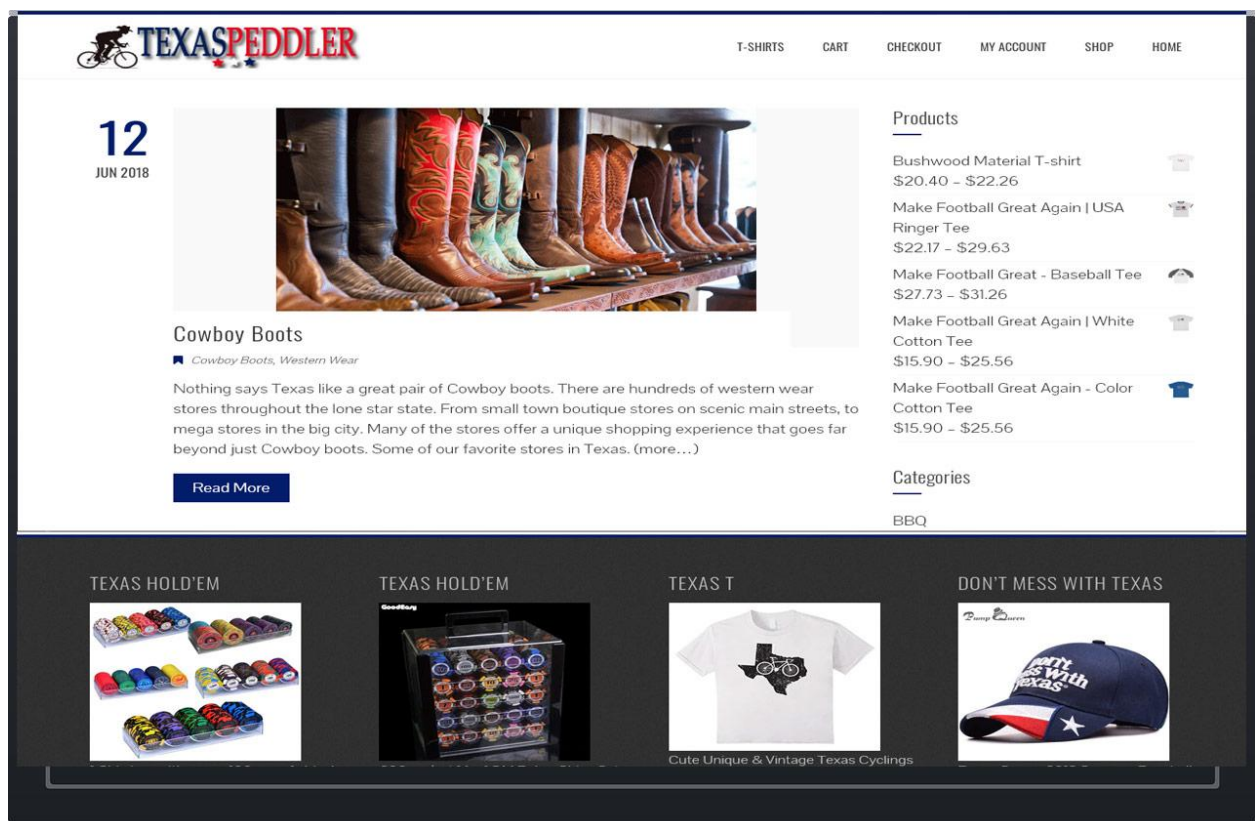
White Horse Shopify Store

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.

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.
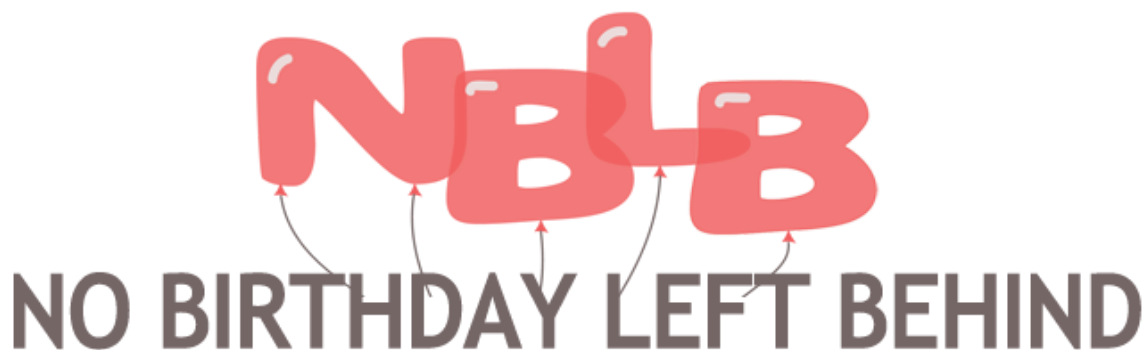
The Cardinal House

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.

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.

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 bult 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 win 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
Google AdWords Certified 2021