

Scott Ellis

Senior Full Stack Developer | eCommerce Systems | CRO & Tracking

PHP | JavaScript | MySQL | APIs | Shopify | Attribution Infrastructure

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PROFESSIONAL SUMMARY

I am a Senior Full Stack Developer with 20+ years of hands-on experience building custom websites, web applications, eCommerce systems, backend tools, API integrations, tracking workflows and production-ready business platforms. My strongest value comes from being able to work across the full stack while still understanding how the technical pieces connect to real business needs.

Over the years, I have worked on everything from responsive front-end interfaces and landing pages to backend order logic, databases, APIs, server environments, checkout systems, tracking infrastructure and automation workflows. I am comfortable building systems from scratch, improving existing codebases, or stepping into complicated platforms that need to be debugged, cleaned up, or connected properly.

I am especially strong at troubleshooting across different tech stacks. I can trace problems through front-end code, backend logic, databases, APIs, server settings, tracking scripts, checkout flows, third-party tools and platform integrations. That ability helps me find practical fixes quickly, especially when technical issues are affecting sales, data accuracy, customer experience, or daily operations.

I also communicate well with both technical and non-technical people. I am comfortable working directly with business owners, clients, marketers, developers, vendors, designers and operations teams. I can listen to the problem, break it down clearly, explain the available options and help move the work toward a reliable solution.

My background includes strong experience with PHP, JavaScript, MySQL, AJAX, JSON, REST APIs, Bootstrap, Shopify workflows, server configuration, CRO improvements and tracking systems. I enjoy building practical software that solves real problems, supports business growth, improves reliability and makes complex systems easier to manage.

CORE SKILLS

Languages & Development: PHP, JavaScript, jQuery, AJAX, JSON, HTML, CSS, Bootstrap, MySQL

Frontend: Responsive layouts, Bootstrap components, modals, product galleries, cart drawers, landing pages, checkout UX, UI improvements

API Integrations: Shopify GraphQL, Sticky.io, Twilio Verify, SendGrid, Klaviyo, Lead Prosper, CRM systems

CRO & UX: Landing page optimization, mobile responsiveness, checkout flow, cart UX, CTA placement, offer presentation, product page layout

Server & DevOps: Ubuntu, Nginx, LEMP stack, DigitalOcean, Composer, GitHub, VS Code

Backend: PHP 8.x, PDO, REST APIs, cURL, session management, form handling, database-driven applications

Databases: MySQL, database structure, queries, customer/order data, tracking data, internal tools

eCommerce Systems: Shopify, WordPress, ClickFunnels, PageFly, Zipify, ReConvert, custom checkout, upsells, order flows

Tracking & Attribution: GA4, Google Ads, Meta Ads, TikTok, Snapchat, RedTrack, Ringba, UTM tracking, click IDs, postbacks, dataLayer events

PROFESSIONAL EXPERIENCE

Chief Technology Officer / Lead Full Stack Developer

Direct Sales eCommerce Company

Served as the lead developer and technical owner for a high-growth eCommerce company. Built and maintained full-stack systems that supported checkout, order processing, CRO, tracking, CRM workflows, API integrations and revenue operations.

- Built custom full-stack applications using PHP, JavaScript, MySQL, AJAX, JSON, REST APIs and cURL.
- Developed backend systems for customer sessions, cart data, order processing, shipping logic, payment workflows, upsells, tracking attribution and dataLayer events.
- Created responsive front-end interfaces for landing pages, product pages, checkout flows, cart drawers, modals, upsell pages and mobile sales flows.
- Improved conversion-focused user experiences through checkout layout updates, offer presentation, CTA positioning, trust messaging, mobile adjustments and cart flow improvements.

- Integrated third-party platforms including Sticky.io, Shopify, Twilio Verify, SendGrid, Klaviyo, RedTrack, Ringba and advertising platforms.
- Built custom software that saved approximately \$4,000 per day by reducing dependency on external CRM tools.
- Supported business growth to approximately \$6.5M in revenue within four months, including over \$1M in monthly recurring revenue.
- Managed data flow between customer-facing pages, backend APIs, payment systems, order platforms, tracking tools, postbacks and Shopify.
- Troubleshoot production issues involving APIs, cookies, sessions, CORS, order data, server configuration, payment processing, tracking events and attribution accuracy.
- Worked directly with business owners, marketing teams, vendors and operations teams to turn business requirements into working technical systems.

Full Stack Web Developer

Freelance / Contract Work

Provided full-stack development services for businesses needing custom websites, eCommerce functionality, backend tools, integrations, landing pages, tracking systems, CRO improvements and internal systems.

- Built custom websites, landing pages, backend tools, dashboards, forms and database-driven applications.
- Developed front-end components using HTML, CSS, Bootstrap, JavaScript and jQuery.
- Built backend functionality using PHP, MySQL, AJAX, JSON, REST APIs, cURL and session-based logic.
- Integrated third-party APIs, marketing tools, CRM systems, analytics platforms, tracking platforms and eCommerce workflows.
- Managed Linux-based server environments using Ubuntu, Nginx, PHP, MySQL, DigitalOcean, Composer and GitHub.
- Improved mobile responsiveness, page structure, checkout usability, tracking accuracy, CRO elements and overall user experience.
- Helped clients solve practical technical problems across websites, funnels, databases, APIs, servers, tracking systems and integrations.

SELECTED SYSTEMS BUILT

Custom Checkout Application

Developed a full-stack checkout system using PHP, JavaScript, AJAX, JSON and MySQL-backed workflows to manage products, customer sessions, shipping options, orders, upsells, payment handling, CRO elements and tracking data.

API-Based Order Management Workflow

Built API-connected workflows between checkout systems, CRM tools, Shopify, payment processors, tracking platforms and fulfillment-related platforms.

Tracking Data Capture System

Created systems to capture, store and pass tracking data including UTM parameters, ad platform click IDs, affiliate IDs, purchase events, dataLayer events and postback values.

Conversion-Focused Front-End Systems

Built and improved landing pages, product pages, checkout sections, cart drawers, modals, mobile layouts, CTAs, trust messaging and upsell flows.

Internal Business Automation Tools

Built custom tools and workflows that improved operations, reduced third-party software costs and supported high-volume eCommerce activity.

ADDITIONAL STRENGTHS

- Strong problem-solving across front-end, backend, database, API, server, tracking and UX layers.
- Comfortable building systems from scratch or improving existing codebases.
- Experienced working in fast-moving business environments with limited hand-holding.
- Able to translate business problems into practical technical solutions.