

Ian Wagner

ian@ianwag.com | Chicago, IL | ianwag.com | linkedin.com/in/ian-wag/

Summary

Web developer with 4+ years of experience building and maintaining WordPress-based web products, from custom theme architecture to marketing technology and CRM integrations, including ownership of the measurement and lead-data pipeline for a B2B subscription product: GA4/GTM/CM360 tracking and the custom WordPress platform it all runs on. Looking to bring that cross-system, problem-solving approach to a broader web or marketing engineering role.

Work Experience

EverPass Media

Jun. 2025 - Present

Web Developer

Chicago, IL

- Took ownership of everpass.com from an outside agency within weeks of hire, serving as sole web developer across development, forms, analytics, and publishing, helping monthly sessions grow from 46,000 to a peak of 320,000.
- Architect and maintain the custom WordPress theme powering everpass.com, including a component library of 100+ custom Gutenberg blocks governed by a per-post-type permission system, reusable ZIP-code eligibility and sports-content features, and a toll-free number system that swaps numbers per ad campaign.
- Replaced per-product forms with a single global lead form deployed across two domains, routing submissions into Salesforce queues with UTM, GCLID, GBRAID, and WBRAID captured on every submission.
- Own the analytics and attribution stack across Google Analytics 4, Google Tag Manager, Campaign Manager 360, and DV360, including key-event taxonomies mapped to Floodlight conversions and a GA4-to-BigQuery pipeline feeding Looker Studio dashboards.
- Maintain a staged QA workflow across Pantheon's dev, test, and live environments, developing locally with Lando and validating theme and plugin updates against a clone of production before anything reaches live.
- Built a custom Ninja Forms anti-spam validation system with name, email, job title, and company field checks, plus lead scoring, cutting junk lead submissions by over 80%.
- Designed a multi-tier HubSpot onboarding workflow driven by Salesforce-synced company properties, with edge-case handling that prevents duplicate customer communications when a segment changes mid-onboarding.

Bartlett Idea Co.

Feb. 2022 - Jun. 2025

Web Developer

Fargo, ND (Remote)

- Designed and implemented responsive, accessible WordPress and Shopify sites for manufacturing, technology, and retail clients, collaborating with design teams and handling ongoing maintenance, security updates, and performance optimization across all client sites.
- Built a custom, role-based client project dashboard (WordPress, Divi, ACF) that syncs live project status and task data from the ClickUp API without exposing internal tool access.
- Rebuilt the IronCraft USA site and created a custom Smartsheet plugin managing dynamic content and product-spec tables across 150+ product pages.
- Led a full site redesign for PharmaMed Inc. (custom Divi theme) and improved on-site SEO through optimized headings, titles, and images.

Skills

Web Development: HTML, CSS, JavaScript, PHP, Git/GitHub, AI-assisted development (Claude Code, Codex)

CMS, Platforms, & Tools: WordPress (ACF Pro, custom Gutenberg blocks), Pantheon Hosting, Astro, Shopify (Liquid), Webflow, Figma, Adobe Creative Cloud

Analytics & Ads: Google Analytics 4 (GA4), Google Tag Manager (GTM), Campaign Manager 360, DV360, SA360, BigQuery, Looker Studio, Google Search Console, SEO, Meta/LinkedIn/Reddit pixels

CRM & MarTech: Salesforce (Apex, Visualforce, lead routing), HubSpot (Super Admin: workflows, API, Salesforce sync), Ninja Forms