

Ian Wagner

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Summary

Web developer with 4+ years building and maintaining WordPress-based web products, from custom theme architecture to marketing technology and CRM integrations, including full 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

- Architect and maintain the custom WordPress theme powering everpass.com, including a per-post-type permission system governing 100+ custom Gutenberg blocks.
- Built a dynamic toll-free number system threaded through hero, form, and FAQ blocks that swaps numbers per ad campaign, with fallback handling for organic traffic.
- Built reusable content features for ZIP-code eligibility checks, sports schedules, and team pages, plus a custom mega-menu navigation system for the site header.
- 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%.
- Own the analytics and attribution stack across Google Analytics 4, Google Tag Manager, and Campaign Manager 360, including key-event taxonomies mapped to Floodlight conversions, audience segmentation via Trigger Groups, and a GA4-to-BigQuery pipeline feeding Looker Studio dashboards.
- 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.
- Extended Salesforce quoting with Apex and Visualforce, adding product- and customer-specific business rules to automate contract PDF generation.

Bartlett Idea Co.

Feb. 2022 - Jun. 2025

Web Developer

Fargo, ND (Remote)

- Designed and implemented responsive WordPress and Shopify sites for manufacturing, technology, and retail clients, and handled ongoing maintenance, security updates, and performance optimization across all client sites.
- Built a custom, role-based client project dashboard (WordPress, Divi, ACF) giving clients live project status and ClickUp-synced task data.
- 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

Development: HTML, CSS, JavaScript, PHP

Analytics & Ads: Google Analytics 4 (GA4), Google Tag Manager, Campaign Manager 360, BigQuery, Looker Studio, SEO, Meta/Reddit/LinkedIn/AdRoll pixels

CRM & MarTech: Salesforce (Apex, Visualforce), HubSpot (workflows, API)

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