

Brady Candell

Full-Stack WordPress Developer | Multisite Architect | Custom Plugin Specialist

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Professional Summary

Full-Stack Web Developer with 15+ years of experience specializing in WordPress architecture, multisite environments, and custom plugin/theme development. Skilled in PHP, JavaScript, MySQL, HTML5, and CSS3, with proven ability to deliver scalable, performant, and secure websites. Strong background in accessibility compliance, SEO optimization, and Core Web Vitals. Experienced collaborator with cross-functional teams, translating complex requirements into elegant, maintainable solutions.

Core Skills

- **Website Management & Analytics:** GA4, Google Tag Manager, UTM tracking, Optimizely, Google Optimize, HubSpot forms & tracking, Zapier automation
- **WordPress Development:** Custom themes & plugins, ACF Pro, CPTs & taxonomies, Gutenberg blocks, Multisite
- **Front-end & Back-end:** HTML5, CSS3, JavaScript, PHP, MySQL; responsive design; WCAG 2.1 AA accessibility
- **Performance & SEO:** Core Web Vitals, PageSpeed Insights, schema/structured data, redirects & sitemaps, caching/CDN, image optimization (WebP, compression, lazy loading)
- **Collaboration & Workflow:** Figma/Adobe XD handoff, documentation & SOPs, Git/Bitbucket, CI/CD pipelines

Professional Experience

Spring Education Group — WordPress Architect & Website Manager | Remote | 2024–2025

- Architected and ran the Laurel Springs WordPress Multisite for marketing and enrollment campaigns.
- Built custom ACF blocks, plugins, and options pages to streamline editorial workflows and reduce upkeep.
- Optimized Core Web Vitals (LCP/CLS) and SEO performance, increasing search visibility and enrollment inquiries.
- Integrated Salesforce and NetSuite with WordPress to align marketing campaigns with admissions data.
- Configured GA4 and campaign tracking (UTMs), improving attribution and actionable analytics for marketing.

Moody's Analytics — Lead WordPress Developer & Web Manager | New York, NY | 2019–2024

- Directed WordPress deployment for csi.ca with emphasis on accessibility, SEO, and performance.
- Implemented analytics and A/B testing workflows (GA/GA4, Optimizely) to improve UX and conversion rates.
- Partnered with marketing and design to launch optimized landing pages with accurate attribution.
- Authored technical documentation and QA processes to improve collaboration across content and product teams.
- Maintained WordPress security, plugin updates, and accessibility compliance for enterprise web properties.
- Prototyped and developed the Moody's Analytics course catalog, using A/B testing for iterative improvements.

Fly Communications — Interactive Director / Tech Lead | New York, NY | 2006–2018

- Led a 13-person development team delivering high-profile WordPress sites for agency clients across industries.
- Designed scalable multisite architectures and introduced modular theme frameworks for maintainability.
- Implemented coding standards, Git workflows, and CI/CD processes to improve team efficiency and delivery speed.
- Oversaw SEO, analytics, and performance optimization across multiple brand websites; managed client communications and training.

Selected Projects

- **Laurel Springs Course Catalog** — Custom taxonomy-driven catalog with search and filtering to improve UX and SEO indexing: <https://laurelsprings.com/academics/course-catalog/>
- **Moody's Canadian Securities Institute** — Enterprise WordPress deployment with GA4 tracking, A/B testing, and WCAG compliance: <https://www.csi.ca/en>
- **Agency Client Sites** — Custom WordPress builds and landing pages optimized for performance, analytics, and SEO: Douglas Elliman, Glen Grant, NFL Jets, Amazon, American Express Publishing, many more.
- **Performance Optimization** — Reduced page load times by ~40% using caching, lazy loading, and structured data improvements.

Education & Certification

- **Bachelor of Fine Arts** — Messiah University
- **Certified Scrum Master** — Scrum Alliance