

TOU TOUA YANG

Web Developer & WordPress Support Specialist

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SUMMARY

Detail-oriented Web Developer and WordPress Support Specialist with 5+ years of experience supporting end-to-end implementation lifecycles, performing marketing technology integrations, and executing root-cause troubleshooting in a fast-paced digital agency environment. Proven track record managing a high-volume ticketing system, coordinating deliverables with outsourced partners, and authoring comprehensive Standard Operating Procedures (SOPs) to standardize workflows and software integration processes. Effective cross-functional communicator skilled at translating complex issues into clear, actionable solutions, and serving as a liaison between engineering teams, partners, and non-technical stakeholders. Seeking to bring this web support and troubleshooting foundation to a supportive, collaborative team dynamic.

CORE TECHNICAL COMPETENCIES

Troubleshooting & Support: High-volume ticket/queue management, DNS & server diagnostics, CRM/MarTech integration, form & email delivery troubleshooting, cross-browser and mobile-responsive debugging.

WordPress & Web Technologies: PHP, Advanced Custom Fields, HTML, CSS/SASS, Bootstrap, Responsive Layouts, JavaScript, jQuery, Page Builders (Elementor, Beaver Builder, Divi, etc).

Hosting, Performance & Security: Host Servers (Rocket.net, WPEngine) Core Web Vitals, Site Speed Optimization (WP Rocket, Perfmatters), security best practices & plugin management, host migrations, DNS configuration.

Marketing Technology & API Integrations: CRM platform integrations (HubSpot, Job Nimbus, Hatch), Gravity Forms, Webhooks, Zapier, Google Tag Manager, Meta Pixel Trackers, Callrail, Conversion Rate Optimization.

Workflow & AI Automation: Git/GitHub, VSCode, FTP/SFTP (Transmit, FileZilla), LocalWP, GitHub Copilot, prompt engineering, custom GPTs, workflow automation.

RELEVANT WORK EXPERIENCE

Senior Web Developer, Hook Agency

January 2024 – March 2026

- **Technical Troubleshooting & Queue Support:** Managed a high-volume ticket and support queue, overseeing the end-to-end triage and prioritization of dev-related issues for team members while resolving complex technical issues across DNS/server environments, web platforms and critical CRM/MarTech integrations.
- **Development & Resource Oversight:** Developed complex, custom WordPress websites for high-budget home-service clients while maintaining theme/code improvements and auditing outsourced development deliverables for code quality and standards.
- **Quality Assurance Auditing:** Led end-to-end visual, functional, and compliance-driven QA audits for complex web builds, ensuring design fidelity, mobile-responsiveness, and Core Web Vitals performance.
- **Process Optimization & Documentation:** Authored comprehensive standard operating procedures (SOPs) and standardized internal workflows for technical troubleshooting, quality assurance testing, and web standards documentation.
- **Cross-Functional Communication:** Acted as a central technical liaison, organizing daily task requests with team members, managing hand-offs with outsourced development teams, and translating technical issues into clear understandable solutions for non-technical team members and clients.

WordPress Developer, Hook Agency

July 2022 – January 2024

- **CMS Platform & Development:** Built scalable WordPress websites using PHP and ACF, leveraging design systems and component-based architecture to streamline development workflows, accelerate turnaround times, and ensure long-term code maintainability.
- **UI Auditing & Frontend Optimization:** Audited client sites for responsive defects and layout bugs, refactoring code with semantic HTML and proper ARIA roles to improve WCAG compliance, while using SCSS (BEM) to keep stylesheets maintainable and consistent.
- **Performance Optimization:** Optimized website delivery and load speeds through optimized image formatting (<picture>, srcset), efficient asset loading protocols, and proper plugin configurations.
- **MarTech System Integrations:** Connected and maintained third-party tools including business CRMs, form tracking systems, and automated data pipelines, while ensuring data reliability and platform maintainability.
- **Deployment & Site Launches:** Managed end-to-end website launch operations, executing comprehensive pre-launch QA, host migrations, DNS configurations, and post-launch technical validation to ensure overall site stability.

SEO Developer, Hook Agency

August 2021 – July 2022

- **Ticketing & Queue Support:** Executed ticket-based updates across multiple client sites, handling high-volume content edits, layout adjustments, and routine maintenance in a fast-paced agency environment.
- **Technical Troubleshooting:** Diagnosed and resolved form-related issues, including submission errors, spam prevention (reCAPTCHA), and CRM/form integrations across various plugins and tools.
- **Workflow Optimization & SOPs:** Documented recurring platform issues and contributed to internal process improvements, helping establish clear workflows for ticket tracking and issue resolution.
- **Cross-Functional Collaboration:** Partnered with SEO and marketing departments to carry out requested updates, serving as a functional bridge between digital strategy and technical implementation.

Web Developer Intern, Blue42 Agency

March 2021 – August 2021

- **Product Catalog Support:** Managed daily technical support tickets for regional e-commerce clients, handling product catalog updates, inventory content formatting, and storefront layout maintenance (WooCommerce).
- **Development & Operations:** Converted design mockups into responsive web pages using page builders (Elementor, Beaver Builder, Divi, etc.) and gained hands-on experience deploying live code updates via FTP.
- **Cross-Functional Collaboration:** Partnered with design, marketing, and project management teams to execute client content requests and keep build timelines on track.

EDUCATION

Bachelor of Arts – Psychological Science

Gustavus Adolphus College – St. Peter, MN

CERTIFICATIONS

- Team Treehouse – Front End Developer Track