CODY HARDMAN

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PROFESSIONAL SUMMARY

A 30-year Full-Stack Web Developer & AI Strategist with a proven ability to transform complex challenges into high-performance, AI-powered digital solutions. Expert in WordPress, PHP, and JavaScript, I leverage advanced AI to optimize development cycles, enhance UI/UX, and drive measurable marketing ROI.

CORE SKILL SET

Languages & Frameworks: PHP, JavaScript, HTML5, CSS3, Tailwind CSS, Bootstrap, React (AI-Assisted Prototyping)

AI & LLM Tools: ChatGPT / OpenAI API, Gemini, Claude, Midjourney, Stable Diffusion, DALL·E, Cursor AI, Replit, Firefly, Custom GPTs, Prompt Engineering

CMS / eCommerce: WordPress (20+ years), WooCommerce, Webflow, Shopify

DevOps & Tooling: Git, VS Code, Composer, XAMPP/Apache, cPanel, DNS, MySQL, MongoDB, Firebase, Supabase

Design & UX: Figma, Adobe XD, Photoshop, Illustrator, Express, UI/UX Design Principles, Mobile-First Design, WCAG Accessibility

Marketing & SEO: Google Analytics/Search Console, SEMrush, Mailchimp, POP, SEO Strategy, Content Marketing, Paid Ad Strategy

Methodologies: Lean / Six Sigma, Agile Sprints, PRD/MVP Roadmapping, Continuous Improvement

Client & Project Management: Requirements Gathering, Deliverable Outlining, Project Execution, Client Handoffs

PROFESSIONAL EXPERIENCE

IWS Sales / Inventive Group Inc. – Mountain Home, ID
Team Member / Web Developer & Marketing Specialist | August 2021 – Present

* Own end-to-end web operations for five high-traffic brand portfolios (combined traffic > 9 million sessions/year), consistently delivering high-performance, user-centric solutions.

* Spearheaded multi-site WordPress network consolidation into a single codebase, cutting page-load times by 38% and eliminating 17,000 lines of redundant CSS from a 23,000-line codebase.

* Mentored and onboarded 2 junior developers, establishing coding standards, peer-review workflows, and best practices for Git, dev/live server migrations, and secure WordPress updates.

* (Recent years) Leverage AI (Gemini, GPTs, custom scripts) 100% for SEO, email marketing, content marketing, and paid ad drafting, continually optimizing prompting via Kaizen/PDCA for enhanced user-focused productivity.

* (Recent years) Applied AI-suggested A/B testing and meticulously refined UI designs from Figma to live implementation, ensuring optimal mobile/desktop compatibility and user experience.

Independent Web Developer / Programmer – Portland, OR (Remote)

August 1998 – February 2014

* Engineered custom PHP & JavaScript tools for clients, including data processing, invoicing, and CRM integrations, predating widespread "no-code" solutions.

* Successfully built, monetized, and sold an affiliate content site, generating an average of $1,000/month.

* Early WordPress adopter (since 2005), creating custom themes/plugins, modifying core hooks for performance, and delivering referral-only client sites.

* Steered continuous technology testing, evaluating emerging plugins, APIs, and third-party services to ensure clients maintained a competitive edge.

* Engaged directly with clients to gather requirements, outline deliverables, manage project execution, and facilitate seamless project handoffs.

SELECTED PROJECT HIGHLIGHTS

Slaacr.com – AI Image Gallery & Prompt Builder

* Designed and developed a React-based interface for exploring AI art styles, lighting, and effects, empowering novices to craft professional-grade AI art.

* Integrated AI Large Language Models (LLMs) to provide optional prompt refinement, offering finer detail and resolving conflicting style options for users.

MaxtWP.com – WordPress Tutorials Hub
* Built content architecture and authored step-by-step WordPress guides, resulting in an average session duration increase of +3:45 minutes.

IWSSales.com – Luxury Motorcoach Marketplace Re-architecture
* Re-architected a complex inventory system, consolidating 216 PHP templates to 11 while adding advanced filters and one-click admin actions, significantly improving efficiency and maintainability.

EDUCATION & CERTIFICATIONS

University of the People (UOTP) – Online
Bachelor of Computer Science – Data Analysis | Anticipated Completion 2029 (Currently pursuing part-time)
* Focusing on data structures, algorithms, and applied analytics essential for building intelligent, high-performance tech solutions, including those leveraging AI and machine learning.

Westwood College – Graphics Design & Multimedia | 2006-2007
* Gained foundational skills in visual communication, UI principles, and multimedia production, crucial for crafting intuitive, user-centric digital experiences.

Online Courses and Books for Continual Education | 1995 – Present
* Sustained expertise through self-directed learning in AI, advanced web technologies, and strategic digital trends, ensuring delivery of future-ready solutions. Highlighted recent studies include Data Analytics (Coursera) and recurrent certifications in social media, content, and inbound marketing (Hubspot, Google).

Certifications:
* While I've held over 37 annually renewed certifications throughout my career, the following are my current and most relevant qualifications:
    * Google Project Management | May 2024

* Completed comprehensive certification focusing on project documentation, stakeholder communication, Agile methodologies, and problem-solving.
* Meta Front End Development | June 2024
* Refreshed skills in HTML, CSS, UI frameworks, and fundamental front-end/back-end distinctions.

"T-SHAPED" VALUE

Code at depth, strategize at breadth: from pixel-perfect UI in Figma to AI-assisted copy, from MySQL query tuning to Google-tag insights—delivering full-stack impact that moves revenue needles while future-proofing tech stacks.