# BRANDON J. WHITE



THE TRUTH SIDE

## WEB DEVELOPER & DIGITAL STRATEGIST

Technical SEO, GA4 and GTM analytics, JSON-LD structured data, WCAG accessibility, Drupal and WordPress.

THE ADVENTURE SIDE

## DESIGNER, BUILDER & FOUNDER

Brand and graphic design, 3D, e-commerce, and AI-assisted apps and automation.

**AMBITION**
**240**
tracked projects delivered in two years at KU

**TRUTH**
**299**
degree programs with verified JSON-LD schema

**ADVENTURE**
**20**
story chapters in a voiced role-playing game

**FREEDOM**
**390+**
products in my own multi-channel store

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## PROFESSIONAL SUMMARY

Web developer and digital strategist with 15+ years across web development, technical SEO, analytics, accessibility, and design. At the University of Kansas Enrollment Marketing & Communications, I deliver SEO, structured data, conversion tracking, and front-end development for the admissions, online, graduate, and degree websites, and I turn analytics into decisions for non-technical stakeholders. I also run my own e-commerce brand on a self-managed WordPress/WooCommerce stack and build AI-assisted web apps and automation workflows. BA in 3D Art & Design. Seeking part-time, contract, or remote roles.

## PROFESSIONAL EXPERIENCE

### Web Developer & Digital Strategist

2024 – Present

UNIVERSITY OF KANSAS, ENROLLMENT MARKETING & COMMUNICATIONS · LAWRENCE, KS

- **Delivered 240 tracked projects in two years** across the admissions, graduate, online, and degree websites, from page updates and AI chatbot maintenance to full page and subdomain builds in Drupal.
- **Generated JSON-LD program schema for all 299 degree programs** on degrees.ku.edu (Hugo, GitHub). Worked on the site from wireframe through launch and 2.0 updates (290+ logged hours) and flagged a site-wide entity error that linked every program to the wrong Wikidata entry.

## CORE SKILLS

**SEO & AI SEARCH**

Technical SEO · on-page SEO · site crawls and audits · keyword research · Google Search Console · Ahrefs · structured data (JSON-LD, Schema.org) · generative engine optimization (GEO) · answer engine optimization (AEO) · FAQ schema · redirects and indexation · content strategy · Rank Math

**ANALYTICS & TRACKING**

Google Analytics 4 (GA4) · Google Tag Manager (GTM) · Google Ads and Meta conversion tracking · UTM governance · Microsoft Clarity · data layer · tag audits · KPI reporting · A/B test analysis · Looker-style dashboards · Tableau data pulls

**WEB DEVELOPMENT**

HTML5 · CSS3 · JavaScript · PHP · Python · responsive design · Drupal · WordPress · WooCommerce · Hugo · Git and GitHub · REST APIs · progressive web apps · three.js · Linux (DigitalOcean, SSH, Apache) · site performance and Core Web Vitals

- **Grew search visibility on rebuilt pages.** Added JSON-LD graphs and FAQPage markup to a high-intent online degree page, taking Search Console impressions from about 15K to 149K and average position from 22.9 to 9.3 (Jul–Sep 2026 vs 2025). A graduate academics page went from 102 to 898 clicks after the same treatment.
- **Led structured data and AI search (GEO, AEO) strategy** across KU sites: wrote a 47-requirement specification, an owner playbook with a pre-merge validation gate, and IT-facing guides benchmarked against six peer universities.
- **Built a Python site crawler and 365-day baseline** for online.ku.edu: 164 URLs crawled, 90 indexable pages tiered by type and priority, 48K clicks and 8.3M impressions analyzed across Search Console, GA4, and Clarity, 16 high-impression low-CTR pages identified, and new titles and meta descriptions drafted for all 13 top-tier pages.
- **Audited Google Tag Manager** (130+ tags, 80+ triggers) and Google Ads conversions; root-caused a JavaScript error affecting about 90% of visitors to the undergraduate programs page and traced a legacy tag feeding the wrong GA4 property.
- **Restored Meta ad conversion tracking.** Diagnosed missing RFI and application conversions, published two GTM versions with a rewritten form listener after live testing, and created a custom conversion. All three Meta conversions went active the same day.
- **Audited paid media** across Meta and a six-account Google Ads MCC against reported results, finding broad Advantage+ targeting that inflated impressions and conversion actions that likely double-counted.
- **Used 20 months of GA4 data and Clarity heatmaps** to turn a planned page deletion into a consolidation: the page drove 69% of its program family's traffic and 78% of its inquiries.
- **Built a standing web reporting system** (Python build scripts plus a scheduled AI task): a 54-pull data runbook, 38-page team report, leadership deck, and an interactive playbook of 27 role-matched tasks for 12 team members. Surfaced data-trust issues such as a property counting traffic from the wrong hostnames.
- **Authored admissions strategy deliverables** combining enrollment data, GA4, Search Console, and Clarity: a 13-slide traffic strategy deck and a ten-action plan timed to the December 1 application deadline.
- **Built Python QA tooling for degrees.ku.edu** (duplicate-image detection with SHA-256 and perceptual hashing, alt-text, link, and metadata checks across 299 pages and 1,600+ images) designed to run as CI gates. Corrected UTM tracking on 338 URLs across 122 files.
- **Designed and built branded, accessible HTML, CSS, and JavaScript components for Drupal**, including an adaptive five-round assessment game with lead capture and seven GTM tracking events, a partner-banner block for Explore Grad School Week, and a 60+ card Student Ambassador page.

### ACCESSIBILITY & QA

WCAG 2.1 AA · ARIA · alt-text remediation · color-contrast checks · DubBot · cross-browser and mobile testing · automated QA scripts

### DIGITAL MARKETING

Email campaigns · social media management · paid social and display ads · Meta Ads Manager and Events Manager · Google Ads · Google Merchant Center · marketing automation (ClickDimensions) · Microsoft Dynamics CRM · Slate CRM · lead generation · conversion rate optimization (CRO)

### E-COMMERCE

WooCommerce · Etsy · eBay · TikTok Shop · Bonanza · Pinterest · Facebook and Instagram Shops · Amazon Seller Central · Google Shopping and product feeds · Stripe · PayPal · print-on-demand fulfillment · catalog management · marketplace compliance · customer service

### DESIGN & CREATIVE

Adobe Photoshop · Illustrator · InDesign · After Effects · Premiere Pro · Dreamweaver · logo and brand identity · UI design · wireframing · typography · print and digital ads · presentation design · photo retouching · video editing · motion graphics · Autodesk Maya · 3ds Max · Unity · Unreal Engine · 3D modeling and rendering

### AI & AUTOMATION

AI-assisted development (Claude Code) · prompt engineering · workflow automation · scheduled task automation · text-to-speech pipelines · Python scripting · AppleScript · runbook and documentation design

### COLLABORATION

Wrike · Slack · Microsoft Teams · Agile-style task tracking · stakeholder communication · technical documentation · training and onboarding guides

## EDUCATION & TRAINING

**Bachelor of Arts, 3D Art & Design**
The Art Institutes International–Kansas City · Lenexa, KS
2015

**Associate of Applied Science, Visual Communications**
ITT Technical Institute · Earth City, MO
2011

- **Resolved accessibility and metadata issues at scale** with DubBot: fixed all 48 flagged online.ku.edu page titles, rewrote admissions titles and descriptions, diagnosed 33 failing gradapply pages as a shared header-menu defect, and found a global CSS injection that hid numbered lists.
- **Direct AI-assisted workflows** (Claude Code and browser agents) that carry out Wrike, Drupal, and analytics tasks under review, backed by a reusable library of prompts, page-layout code, FAQ style rules, and runbooks.
- **Wrote documentation, training guides, and presentations** that translate technical findings for non-technical teams, including the web team's DubBot accessibility guide.

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### Founder & Operator, E-commerce and Digital Marketing

Ongoing

ABUNDIFIND (ABUNDIFIND.COM) · KANSAS CITY, KS

- **Built and run a 390+ product WooCommerce store** on a self-managed DigitalOcean Linux server, with print-on-demand and digital-download lines (100+ digital products), and a catalog distributed to Meta Commerce (7,000+ variant items), Google Merchant Center, TikTok Shop, Etsy, eBay, Bonanza, and Pinterest.
- **Recovered organic indexation.** Found 66 indexed and 614 not-indexed URLs in Search Console, then fixed the causes: noindexed 185 tag archives, 301-redirected 98 comment feeds, disallowed API paths, added category URLs to the sitemap, and audited 596 URLs for 404s.
- **Raised on-page SEO scores at scale.** Batch-optimized 214 product pages, lifting the average Rank Math score from about 24 to 66, and added FAQ accordions with matching FAQPage JSON-LD to every product in the digital line.
- **Fixed e-commerce analytics.** Found that GA4 had received no purchase-funnel events in four months, removed duplicate GA4 tags across Site Kit, Pixel Manager, and GTM, and verified the purchase event end to end.
- **Launched a Facebook and Instagram Shop catalog sync** and audited 5,186 variation checkout links (5,181 passing). Built a 1,937-row supplemental Google Shopping feed for shoes and apparel and corrected stale titles and placeholder images.
- **Improved performance and accessibility:** deployed WPCode snippets for contrast, landmark, and asset-loading fixes, reduced active plugins from 45 to 41, tuned server load, and redesigned the My Account experience.
- **Automated recurring operations** with scheduled AI tasks: daily Search Console indexing requests, weekly health and profit reports, Pinterest pin publishing, and twice-daily order and message checks.
- **Developed the brand system** (logo suite, WCAG-checked palette, typography, brand guide) and original product artwork and pattern collections.

**Digital Marketing Workshop**
Adobe Summit · Las Vegas, NV
2016

## SELECTED PROJECTS

### GAME DEVELOPMENT WORK

Creator and lead developer · AI-assisted development

- **Built a story-driven progressive web app game** with AI-assisted development: 20 story chapters, 39 cel-shaded 3D characters, 120+ customizable parts, painted backdrops, auto-battle, and offline play, delivered as a WordPress plugin.
- **Engineered about 110,000 lines of modular JavaScript** with three.js, procedural meshes generated in Web Workers, SVG fallbacks, and device sensor and microphone features, plus a Python test bot that plays the full story.
- **Produced 47 voiced characters** with a text-to-speech pipeline: audition pages, batch generation, re-recording of weak takes (weak openings cut from 42% to 3%), loudness leveling, and packed voice banks that kept the plugin download under 2 MiB.

JavaScript · three.js · WebGL · Web Workers · PWA · Python · WordPress · Maya · TTS

### CHILDREN'S LEARNING APP

Designer and developer

- Built a phonics and storytelling app for early readers: 8 themed learning worlds, 46 phonics lessons, 42 stories, spelling and writing modes, and a parent dashboard.
- Produced about 5,300 narration clips through a batch text-to-speech pipeline, with speech-recognition checks on each clip and parent voice recording.
- Dependency-free offline PWA with backup and restore, tested against real saved data.

HTML · CSS · JavaScript · SVG · Service Worker · MediaRecorder

- **Built an IP compliance process** with a banned-term scanner and risk review of 290+ products, resolved marketplace disputes with documentation, and managed supplier relations, payments (Stripe, PayPal, Apple Pay, Google Pay), fulfillment, and customer service.

### Brand Strategist (previously Web Graphic Designer)

2018 – 2023

BUILD SMART, PROSOCO FAMILY OF COMPANIES · LAWRENCE, KS

- **Produced marketing and PR materials**, ad banners, and promotional pieces that translated a technical building-envelope product into clear visual terms.
- **Designed and maintained the company website**, including interactive and responsive elements, and managed all company social media accounts.
- **3D modeled and rendered** the wall panel system for still and video media, and produced video with motion graphics and 2D/3D animation.
- **Maintained the creative asset library** and coordinated projects across the PROSOCO family of companies.

### Web Designer

2017 – 2018

UBM LIFE SCIENCES · OVERLAND PARK, KS

- Designed and maintained web pages, ad banners, promotional material, content specials, and interactive elements.
- Created video graphics and 2D/3D animation using non-linear editing and motion graphics software.

### Digital Marketing Specialist

2015 – 2017

DIGITAL ALLY, INC. · LENEXA, KS

- Ran outbound marketing in a deadline-driven environment, including email campaigns and digital, social, and print ads.
- Managed creative projects and events from concept to completion using ClickDimensions, Microsoft Dynamics CRM, Google Analytics, and Bitly.

### Digital Designer

2013 – 2015

7HUNDRED NIGHTCLUB & RESTAURANT · KANSAS CITY, MO

- Built the venue's marketing presence: website, flyers and print design, and a monthly digital magazine of 40+ pages.
- Shot and edited event and fashion show photography and video.

### Digital Image Corrector

2010 – 2012

MOM365 NEWBORN PHOTOGRAPHY · ST. CHARLES, MO

- Retouched and color-corrected newborn portrait photos in Adobe Photoshop.

## WORDPRESS APP PLUGIN KIT

Reusable tooling

- Python builder that packages any static web app as an installable WordPress plugin with a shortcode, offline PWA support, file integrity hashes, and split uploads that fit host limits.
- Validated on current WordPress and PHP releases with automated check suites, and documented in a 14-section learning-app playbook.

Python · PHP · WordPress · PWA · Subresource Integrity

## CERTIFICATION EXAM-PREP PLATFORM

Designer and developer

- Multi-track study platform for CNA, food safety, CDL, and dietary manager exams, with an adaptive intake, flashcards, quizzes, a skills checklist, and citations to official sources.
- Included an AI study assistant, tiered paywall previews, and WordPress shortcode delivery.

JavaScript · WordPress · WPCode · Kadence · Chatbot UX

## EMAIL WORKFLOW AUTOMATION

Personal productivity

- Designed a 12-category folder system and sorting rules across four mailboxes, and built an AppleScript backlog sorter that moved more than 13,000 messages.

AppleScript · Mail · Rules · Process design

## 3D DESIGN, PRINTING & CREATIVE WRITING

Maya · 3D printing · Fiction

- Modeled original products in Maya for 3D printing: planters, snap-lid and twist-lid containers, modular fences, a windcatcher, and a 3D brand logo.
- Developed an original sci-fi novel series with a 20-chapter first act (about 83,000 words), a story bible, and concept art; also designed illustrated coloring books and an Etsy shop brand.

Autodesk Maya · Creality Slicer · Photoshop · Illustrator · Worldbuilding

AMBITION TRUTH ADVENTURE FREEDOM

*Part-time, contract, and remote roles. References and portfolio on request.*

### Freelance Designer, Developer & Photographer

2009 – Present

BW GALLERY (BWGALLERY.DESIGN)

- **Created logo and brand identity systems** for small businesses, including vector logo sets, multi-colorway variations, color specifications, and brand standards guides.
- Delivered websites, flyers, event graphics, photography, and wedding and fashion show shoots for small businesses, DJs, and events.
- Produced a family reunion program as a volunteer project: printed name tags, a QR-linked program, an animated genealogy video, and projection slides with audio for live presentation.
- Designed a digital CV and portfolio PDF with a QR-linked resume for a client.
- **Produced House White heraldic branding** around a split black-and-concrete sigil (tiger, leaf, and crescent W): banners, flags, print layouts, and a 3D version.