

Michael McGhee

Chattanooga, TN | michaelcmghee@gmail.com | michaelsmcghee.me | [LinkedIn Profile](#)

Professional Summary

Dynamic Web Developer with over 10 years of experience in web design, development, and e-commerce management. Skilled in cross-functional collaboration, web analytics, and SEO best practices. Proficient in creating user-centric online experiences and optimizing website performance. Proven track record of managing high-impact projects that drive significant revenue growth and operational efficiency.

Professional Experience

Interim E-Commerce Manager / Web Developer

Echelon Fitness, Chattanooga, TN — Jan 2021 - Apr 2024

(<https://www.linkedin.com/company/echelonfit/>)

- Managed the D2C website generating over \$10M in annual sales, driving content changes through data optimization.
- Spearheaded the integration of Salsify with Shopify, enhancing content management and boosting product visibility.
- Managed the integration of Shopify and NetSuite via Celigo, improving system reliability and operational efficiency.
- Led a complete overhaul of the D2C site in under three months, focusing on user-centric design, which significantly improved customer satisfaction and engagement.
- Maintained and updated 10+ international D2C websites, ensuring brand consistency and content relevance.
- Utilized Wrike for project management, ensuring timely task completion and clear communication across teams.
- Served in various roles including Web Project Manager and Web Content Manager, supporting diverse project implementations.

Key Achievements

- Revenue Impact: Managed store owner account of a Shopify Plus store that generated over \$10M in annual sales, contributing to significant revenue growth.
- User Engagement: Implemented strategic home and landing page optimizations, leading to a 20% increase in user engagement.

- **Operational Efficiency:** Reduced data errors by ensuring accurate synchronization between Shopify and NetSuite.
- **Collaboration:** Successfully collaborated with cross-functional teams on monthly and seasonal promotions, contributing to significant revenue during key sales periods.
- **Problem-Solving:** Worked with app and data teams to resolve a subscription mishap, analyzing data and ensuring timely resolution with minimal customer impact.
- **Innovation:** Developed custom tools to streamline tasks, such as batch downloading images from Shopify, enhancing workflow efficiency.

Web Applications Developer

Papercut Interactive, Chattanooga, TN — Mar 2012 - Mar 2020

(<https://www.linkedin.com/company/papercut-interactive-inc./>)

- Directed custom backend development projects, actively engaging with clients to gather business requirements and strategize web solutions.
- Led backend development, collaborating with project managers, designers, and SEO teams to launch sites in tourism, manufacturing, and education.
- Implemented e-commerce solutions for clients like Roadtec Inc. and Silverdale Baptist Academy.
- Revamped major tourism websites, including Tennessee Aquarium and Rock City, optimizing for UX and SEO.
- Conducted competitor analysis and site audits to improve client site performance.
- Used Monday.com and Basecamp for project management, ensuring smooth workflow and team collaboration.
- Set up and maintained multiple CPanel and Plesk servers, ensuring robust backend support and site reliability.

Key Achievements

- **Custom Development:** Led the development of a tailored e-commerce backend for Dalton Bearing, integrating complex CRM, sales, and inventory management functionalities using ExpressionEngine, custom PHP, and SQL. This resulted in a significant increase in sales.
- **Project Leadership:** Successfully developed and launched the GT Grandstands site using CraftCMS and HubSpot. Implemented dynamic data outputs and a custom filtering system to enhance user experience and product discoverability.

- Client Collaboration: Played a crucial role in client meetings, from initial problem-solving sessions to the delivery of final products. Collaborated with the design and marketing teams to ensure client satisfaction and project success.

Front End Web Developer

ARS Interactive, Chattanooga, TN — May 2011 - Feb 2012

- Developed and maintained e-commerce and marketing websites, ensuring high standards of web design and development.
- Enhanced SEO and user experience for clients like BrandXpand and PBS Kids, leading to increased traffic and engagement.
- Managed and updated the PBS Kids main e-commerce site and seasonal storefronts on Magento-based platforms.
- Implemented custom HTML, CSS, and JavaScript solutions for various e-commerce projects, improving online presence and sales for clients including Kenmore.

Education

Bachelor of Science (B.S.) in Web Design

Tennessee Technological University, Cookeville, TN — Aug 2006 - Dec 2010

Skills

- Programming Languages: HTML5, CSS, JavaScript, PHP, SQL, XML
- Web Technologies: Shopify, NetSuite, Celigo, Wrike, Notion, ClickUp, Monday.com, Basecamp, CPanel, Plesk, WebFlow, Salsify, Expression Engine, CraftCMS, WordPress, HubSpot, Jira, Confluence, ZenDesk
- Web Concepts: SEO, Web Analytics, A/B Testing, User Experience, Accessibility
- Soft Skills: Collaborative, Adaptable, Analytical, Excellent Communication