

CARLETON HUGHES

Web Operations & Digital Marketing Specialist (Remote)

Boca Raton, FL | 561-603-8029 | carletonhughes.com | linkedin.com/in/carletonhughes

SUMMARY

Web operations specialist with 20+ years of experience building and optimizing high-performance websites and digital platforms. Delivered 200+ projects with measurable gains in speed, SEO, and conversions. Expert in modern web architecture, performance optimization, and scalable infrastructure for remote teams.

CORE SKILLS

Web & Frontend: React, Next.js, JavaScript, HTML5, CSS3, Tailwind, Responsive Design

Performance: Core Web Vitals, PageSpeed 90–100, Optimization, Auditing

Infrastructure: Netlify, Cloudflare, AWS (S3, CloudFront), CI/CD, DNS, Migrations

SEO & Analytics: Technical SEO, GA4, Search Console, Schema, CRO

CMS & E-commerce: WordPress, WooCommerce, Shopify, Headless CMS

Integrations: APIs, Stripe, PayPal, HubSpot, Salesforce, Git

EXPERIENCE

Web Operations Specialist

Jupiter Website Design | Remote | 2015–Present

- Delivered 200+ websites with **85% faster load times** and **40% higher conversions**
- Migrated WordPress sites to static/headless architecture achieving **90–100 PageSpeed scores**
- Increased client organic traffic by **120% average** via technical SEO
- Built Shopify/WooCommerce solutions generating **\$2M+ revenue**
- Implemented CI/CD, monitoring, and workflows ensuring **99.98% uptime**
- Managed integrations (CRM, payments, booking systems) with zero downtime

Web Developer / Consultant

Freelance | Remote | 2004–2015

- Developed custom WordPress and CMS solutions across multiple industries
 - Improved site performance by **~70% average** through audits and optimization
 - Managed hosting, DNS, and migrations with minimal downtime
 - Increased lead generation **25–45%** via UX and conversion improvements
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KEY PROJECTS

- **Static Site Rebuild:** 100 PageSpeed + **200% traffic growth (90 days)**
 - **Headless Migration:** Load time **4.2s → 0.8s, 60% cost reduction**
 - **E-commerce Optimization:** **+85% mobile conversions, -40% cart abandonment**
 - **Performance Program:** Optimized 45+ sites for Core Web Vitals compliance
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KEYWORDS

Web Operations, Frontend Development, Static Sites, Headless CMS, Core Web Vitals, Cloudflare, AWS, Netlify, CI/CD, SEO, WordPress, Shopify, API Integration, Conversion Optimization
