

RYAN DOTY

Web Developer & Digital Marketing Specialist

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SUMMARY

Web developer and creative marketer with 15+ years of experience building websites, brands, and campaigns that turn attention into revenue. Combines custom WordPress development and advanced conversion tracking with a designer's eye, a video producer's sense of story, and a marketer's focus on results. Builds interactive lead generation tools, including case value calculators and AI visibility tools, and uses AI app builders and AI assisted development to ship production websites and web applications faster, pairing AI speed with human creative direction.

CORE SKILLS

Development: WordPress (Beaver Builder, Elementor, ACF, Custom Post Types, REST API), Wix, Squarespace, HTML, CSS, JavaScript, schema markup, site performance, DNS and hosting

Marketing Technology: Conversion tracking (Google Ads, Reddit, X, ChatGPT Ads), server side Conversions APIs, UTM and click attribution, Workato, CRM integration, marketing automation, analytics

AI & Search: AI app development, AI assisted coding, prompt engineering, AEO/GEO, SEO, content strategy

Design: UX/UI, landing pages, Adobe Creative Cloud, presentation decks

Video & Creative: Video production and editing, commercials, music videos, motion content, brand identity, print design

EXPERIENCE

Triple Digital | *Web Developer & Designer* | Houston, TX & Costa Rica (Remote) 2025 – 2026

- Engineered full funnel conversion tracking across Google Ads, Reddit, X, and ChatGPT Ads, pairing browser pixels with server side Conversions APIs and automated lead routing through Workato webhooks.
- Built lead generation web apps and attorney brand sites with Base44, embedding apps in WordPress through a cross origin messaging bridge that preserves UTM and click ID attribution.
- Developed custom WordPress functionality with ACF, Custom Post Types, and the REST API, including dynamic attorney showcases and case results grids.
- Created interactive case value calculators that turn visitors into qualified leads, and prototyped a white label version as a productized SaaS offering for the agency.
- Implemented structured data and schema markup to strengthen visibility in search engines and AI answer engines, and delivered multilingual sites with Spanish and Arabic support.
- Managed DNS migrations, SPF/DKIM/DMARC email authentication, and WordPress database recovery.

Crescendo Creative Solutions | *Creative Director & Web Developer (Contract)* | Remote 2016 – Present

- Design and build WordPress, Wix, Squarespace, and ecommerce websites for small businesses, artists, and professional firms.
- Produce and edit music videos and promotional video content for artists and businesses, from concept and shooting through final edit.
- Craft brand identities and visual collateral, execute SEO strategy (on page optimization, keyword targeting, analytics), and advise clients on brand positioning and scalable website strategy.

NATiVE, Inc. | *Director of Marketing* | Austin, TX (Hybrid) 2014 – 2025

- Optimized website UX, landing pages, and blog content, achieving a 500% increase in user engagement and contributing to 300% revenue growth.
- Launched a biweekly newsletter and grew it to 18,000+ subscribers with above industry average open and click rates.
- Directed branding and website redesigns for Build NATiVE and NATiVE Solar.
- Produced video commercials, designed digital and print campaign assets, and streamlined operations with marketing automation.

Alliance Abroad Group | *Marketing Manager* | Austin, TX (Hybrid) 2013 – 2014

- Led website redesign and development to modernize the company's digital presence.
- Managed and mentored a cross functional team of designers and sales staff, while building a cohesive brand identity and producing commercials and video, print, digital, and event campaigns supporting international recruitment.

EDUCATION

Purdue University | Graphic Design, Theatre & Telecommunications | West Lafayette, IN

University of Oxford | Shakespeare & Art History | Oxford, UK

University of Central Florida | Theatre & Film | Orlando, FL