Ryan Rutan

Front-End Web Developer

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SUMMARY

Front-end web developer with 14+ years of building websites, the last ten in full-time web roles at Tech Data and TD SYNNEX. Builds responsive landing pages, partner microsites and WordPress sites in HTML, CSS and JavaScript, and has contributed to more than 10 Addy award-winning team projects. Designed, built and launched Undrly, a paid Chrome extension, in 2026. Brings a business owner's view from running a web services company and several online stores.

EXPERIENCE

Front End Web Developer 08/2022 – Present

TD SYNNEX · Remote

- As part of the web team, develop and maintain TD SYNNEX's primary Americas customer-facing website on WordPress (Visual Composer), which serves more than 1 million visitors a year with product content, resources and purchasing paths.
- Translate wireframes and design mockups into fully responsive websites, working closely with designers on visual accuracy and usability across devices.
- Build custom websites in HTML, CSS, JavaScript and Bootstrap, including partner microsites for the Lenovo Legends program, aligned with stakeholder goals and business requirements.
- Create and maintain hundreds of landing pages across WordPress, Adobe Experience Manager (AEM), Ceros and Sitefinity.
- Collaborate daily with copywriters, designers, developers, stakeholders and executive teams to deliver consistent, high-quality digital experiences.
- Designed and built an internal ticket-submission system in React and Firebase to streamline intake, visibility and tracking of requests.
- Mentor new team members by sharing best practices, documenting workflows and improving the team's development standards.

Founder and Web Developer 11/2024 – 12/2025

SocialCroc Websites · Remote

- Founded and ran a subscription web services business providing hands-off, high-performance websites for small businesses and startups.
- Designed and developed custom WordPress sites, landing pages and eCommerce experiences using Visual Composer, PHP, JavaScript and CSS, with a focus on responsive, conversion-focused layouts.
- Implemented SEO, lead-capture funnels, Google Analytics (GA4), CRM integrations and marketing automations tailored to each client.
- Managed hosting on Flywheel, domains and DNS on Namecheap, email setup, security, updates and performance optimization.
- Handled all business operations: consulting, quoting, proposals, contracts, invoicing, monthly retainers and long-term maintenance.

Digital Marketing Specialist II (Web) 05/2016 – 08/2022

Tech Data, now TD SYNNEX · Clearwater, FL

- Maintained and updated the company's acquired websites and landing pages in Sitefinity CMS.
- Designed web ads in Photoshop and ran them on AdButler for internal promotions; monitored performance and A/B tested.
- Served as the team's go-to expert for the Brainshark learning management system and SharePoint.
- Led and supported the team's associate digital marketing specialists.

Product Manager, HPE

06/2015 – 05/2016

Tech Data · Clearwater, FL

- Supported product ownership and worked with cross-functional teams on inbound and outbound marketing campaigns tied to seven-figure initiatives.
- Contributed to product roadmap planning by identifying gaps, consulting stakeholders and aligning work with digital and corporate strategy.
- Tracked KPIs, set SMART goals and supported budget planning while evaluating new marketing tools and platforms.

PROJECTS

Undrly · undrly.app

Launched 08/2026

Chrome extension for rental property investors, live on the Chrome Web Store

- Designed, built and launched a paid Chrome extension that analyzes any Zillow or Realtor.com listing on the page in under a second: cash flow, cap rate, cash-on-cash return, break-even rent and risk flags.
- Written in plain JavaScript (Manifest V3) with no dependencies; a Cloudflare Worker on KV handles license keys, metered API lookups and the Stripe webhooks for billing.
- Did all of it alone: product, code, design, product site, payments, legal pages and ads.

Bitcoin futures trading bot

Personal project

- A TradingView strategy in Pine Script sends buy and sell signals by webhook to a Python (Flask) service that validates them, checks the open position and places Coinbase futures orders.

SKILLS

Front end: HTML5, CSS, JavaScript, React, jQuery, Bootstrap, responsive design

CMS: WordPress, Visual Composer, Adobe Experience Manager (AEM), Sitefinity, Ceros

Back end and tools: PHP, Firebase, Python, Cloudflare Workers, Stripe, Photoshop

Marketing: SEO, Google Analytics (GA4), A/B testing, AdButler, CRM integrations, marketing automation

Collaboration: SharePoint, Smartsheet, Brainshark

EDUCATION

BA, Business Administration and Management

06/2013

St. Petersburg College