

Rochelle Rossman

Kingston, NY • +1-615-440-9796 • rochelle.rossman@gmail.com • linkedin.com/in/rochelle-rossman
• github.com/rochelle-rossman • rochellerossman.dev

Web Developer

Innovative and results-driven Web Software Developer with expertise in building scalable, high-performance web applications. Combining technical proficiency with over 15 years of leadership in customer-facing roles, excels at bridging the gap between development and user needs. Passionate about optimizing web performance, enhancing user experience, and driving strategic digital initiatives. Proficient in modern technologies, cloud platforms, and agile methodologies.

SKILLS

Amazon Web Services (AWS), Astro, CSS, Docker, Figma, Git, Github, HTML, JavaScript, Jira, Kubernetes, MySQL, Next.js, PHP, React, Responsive Web Design, Scrum & Agile Methodologies, SCSS, TailwindCSS, TypeScript, Vue.js, Wordpress

WORK EXPERIENCE

TechnologyAdvice

05/2023 - 01/2025

Web Developer

- Implemented a large-scale migration initiative by transferring 20 legacy WordPress sites from third-party vendors (WPEngine, Nexcess, etc.) to a containerized AWS infrastructure, achieving 35% cost savings and reducing deployment time by 66%.
- Converted Figma designs into a high-performance, responsive web application, emphasizing modular code structure and collaboration with design teams to enhance user engagement and marketing efficiency.
- Enhanced marketing site performance by elevating Google PageSpeed Insights scores by 42%, which resulted in improved SEO, faster load times, better accessibility, and adherence to best practices.
- Contributed to the migration of a legacy multi-site property to a modern headless CMS tech stack (Astro, Vue, Strapi, Tiptap), leading to significant cost savings and strategic operational improvements.
- Transitioned six WordPress sites from custom ACF themes to Full Site Editing (FSE) block-based sites, thereby increasing editorial team flexibility and overall site functionality.
- Developed features for a Vue.js-based WordPress plugin by integrating real-time data from an internal SaaS product, streamlining data processes and enhancing user experience.
- Engineered a localization solution for a website with over 1M monthly visitors within three weeks, facilitating strategic expansion into the German market.
- Maintained 99.89% uptime across a portfolio of 50+ high-traffic websites by leveraging AWS, Git, and CI/CD pipelines alongside monitoring tools like Datadog, Fastly/Signal Sciences, and Argo CD.

Trader Joe's

11/2013 - 07/2022

Lead Sign Artist & Crew Member

- Designed and produced custom signage to enhance product visibility and drive customer engagement.
- Managed a four-member team, ensuring high-quality deliverables in a fast-paced retail environment.
- Collaborated with management and team members to align store operations with company objectives.

EDUCATION

Certificate in Full Stack Web Development

Nashville Software School

04/2022 - 03/2023