

Keith Solomon

WEB DEVELOPMENT SPECIALIST | SENIOR WORDPRESS DEVELOPER

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PROFESSIONAL SUMMARY

Web development specialist and senior WordPress developer with more than 20 years of experience building, maintaining, and troubleshooting content-driven websites in agency and freelance environments. Deep hands-on expertise in custom WordPress themes and plugins, PHP, JavaScript, MySQL/MariaDB, API integrations, hosting, and Linux-based production support. Currently lead a six-person development team while remaining an active individual contributor. Winnipeg-based, comfortable prioritizing independently, collaborating across disciplines, and explaining technical decisions clearly to clients and colleagues.

TECHNICAL FIT

WordPress Development: Custom themes and plugins, custom post types, taxonomies, ACF, WP-CLI, MainWP, maintenance and troubleshooting

Hosting & Systems: Linux/Ubuntu, cPanel, SSH, Nginx, Docker, DNS, Proxmox, Traefik, backups and deployment workflows

Client & Team: Independent prioritization, technical leadership, mentoring, requirements analysis, client communication, iterative delivery

Languages & Data: PHP, MySQL/MariaDB, JavaScript, HTML5, CSS3, REST APIs, Bash

Quality & Workflow: Responsive development, WCAG/accessibility, performance troubleshooting, Git, Composer, Node/Yarn, code review

Modern Tooling: LLM-assisted development, agent workflows, Grafana, OpenTelemetry, self-hosted development services

PROFESSIONAL EXPERIENCE

Web Development Lead | Vincent Design Inc.

October 2022 - Present

- Lead day-to-day technical direction for a team of six junior-to-intermediate developers, prioritizing work across multiple client projects while providing mentoring, implementation guidance, code review, and delivery support.
- Architect and hand-code custom WordPress themes, plugins, and integrations using PHP, JavaScript, HTML, CSS, ACF, the WordPress command line, and Git while remaining directly involved in complex implementation work.
- Build reusable WordPress functionality with custom post types, taxonomies, structured fields, REST/API integrations, and accessible, responsive front-end components.
- Troubleshoot production issues across application code, databases, hosting, DNS, deployment workflows, third-party services, and client environments.
- Translate business, design, accessibility, and project requirements into maintainable technical approaches and communicate tradeoffs clearly to clients, designers, project managers, and developers.
- Promote practical standards and workflows that improve consistency without adding unnecessary process or vendor dependence.

WordPress / Web Developer | Drake Creative Collaborative

January 2010 - October 2022

- Developed and maintained WordPress and Joomla websites for clients with varied organizational, content, integration, and support requirements.
- Created custom post types, taxonomies, templates, theme functionality, and external API integrations, and selected plugins with attention to fit, compatibility, maintainability, and long-term support.
- Managed cPanel-based hosting environments, client webspaces, deployments, WordPress maintenance, and production troubleshooting.
- Implemented centralized WordPress core and plugin update management through MainWP, improving visibility and consistency across managed sites.
- Worked directly with clients and independently prioritized maintenance, support, and project work across multiple accounts.

PROFESSIONAL EXPERIENCE - CONTINUED

Owner / WordPress & Web Developer | Solo Web Designs

August 2004 - October 2022

- Operated an independent web development practice, managing projects from discovery and technical planning through implementation, launch, hosting, maintenance, and support.
- Built and maintained WordPress and other CMS-driven websites, choosing between existing components and custom development based on each client's actual requirements.
- Balanced hands-on development with client communication, technical recommendations, hosting administration, troubleshooting, and long-term support relationships.

SELECTED TECHNICAL WORK

Configurable Tag Cloud - WordPress Plugin | wordpress.org/plugins/configurable-tag-cloud-widget

- Published open-source plugin with configurable font-size and colour scaling based on tag usage; more than 100,000 downloads from the WordPress plugin directory.

Reusable WordPress Events Platform

- Built and deployed a reusable events solution across multiple client sites using custom post types, taxonomies, structured fields, list and calendar views, AJAX sorting, and WCAG 2.2 AA accessibility considerations.

Self-Hosted Development & Infrastructure Lab

- Maintain a Proxmox- and Docker-based lab with Linux virtual machines and containers, reverse proxying, authentication, DNS, automated backups, Git services, and development tooling.
- Designed an observability stack using Grafana, Loki, Mimir, Alloy, OpenTelemetry, and Traefik to monitor servers, applications, and AI-assisted development tools.

Solo-Frame - WordPress Theme Boilerplate | github.com/ksolomon/solo-frame

- Created a responsive WordPress theme boilerplate with reusable helpers for theme options, titles, date handling, and common project scaffolding.

REPRESENTATIVE CLIENT WORK

Representative WordPress builds and ongoing development work: [Vincent Design](#) | [CUPE Manitoba](#) | [FNAC](#) | [Kahnawà:ke Gaming Commission](#) | [Assembly of Manitoba Chiefs](#) | [Southern Chiefs' Organization](#)

INTERESTS

Server and software tinkering, homelab projects, 3D printing, woodworking, motorcycles, video games, dogs, and making useful things whenever possible.