

# Jason Lotzer

## WordPress & Adobe Commerce Developer

Hartford, WI • (262) 424-6581 • jasonlotzer@gmail.com • jscripztz.com

### Profile

Full stack **PHP** developer with deep experience in Adobe Commerce (Magento 1 & 2) and modern WordPress implementations. Specializes in building custom PHP modules and plugins, connecting WordPress and headless CMS platforms like Storyblok into complex e-commerce stacks, and optimizing performance and SEO for marketing teams.

### WordPress & CMS Highlights

- Integrated the legacy WordPress blog into the new Adobe Commerce / Magento 2 water.com site using custom **PHP** template and theme code, preserving SEO and analytics tracking.
- Built a **PHP-based connector** into Storyblok so marketers can drop WordPress-powered blog sections into any Magento page layout without code changes.
- Implemented and maintained multiple WordPress installs at ICM, including upgrades, plugin configuration, security hardening, and **PHP-based theme and template customization**.
- Developed **custom WordPress plugins and shortcodes in PHP** for marketing landing pages, tracking pixels, and reusable content blocks.
- Built jscripztz.com as a custom portfolio site using WordPress with **bespoke PHP theme files**, performance tuning, and experimentation with modern WordPress features.

### Core Skills

**PHP & Application Development:** OOP PHP, Magento 1 & 2 custom modules, WordPress plugins and themes, Composer, PSR-based autoloading

**WordPress:** Implementation, multi-site management, theme customization, plugin configuration, hooks/filters, custom post types, SEO, security updates

**E-commerce:** Adobe Commerce Cloud / Magento 1 & 2 (14+ years), Google Merchant Center feeds, product data automation

**CMS & Data:** Storyblok (headless CMS), Akeneo (PIM), Salesforce (CRM), Odoo (CRM & Accounting)

**Tech Stack:** PHP, JavaScript, HTML5, CSS, SQL (MySQL, Postgres), Node.js, React.js, jQuery

**DevOps:** Linux (Ubuntu, Debian, CentOS), Apache, Nginx, Redis, Git, AWS

**Analytics & SEO:** Google Analytics, Google Tag Manager, technical and on-page SEO

### Professional Experience

#### Senior Adobe Commerce Cloud Developer

Primo Brands (water.com) • November 2022 – Present

- Lead development of the new water.com site on Adobe Commerce Cloud (Magento 2) while maintaining the legacy drink.water.com platform, including **custom PHP module development** for catalog, checkout, and frontend features.
- Integrated the corporate WordPress blog into Magento via Storyblok using **PHP-based integration layers**, enabling reusable blog sections across the storefront.
- Collaborated with marketing to launch SEO-friendly blog and landing page experiences directly within the commerce flow, leveraging **PHP templates and layout XML** for flexible content blocks.
- Created and optimized the Google Merchant feed with **PHP data export scripts**, improving product data quality and channel performance.
- Developed a store locator by connecting Magento to Salesforce via a **custom PHP API client**, exposing 38,000+ locations in real time.

## Full Stack Web Developer

ICM Corporation – Milwaukee, WI • October 2011 – November 2022

- Implemented, upgraded, and maintained multiple WordPress sites alongside Magento and other e-commerce platforms, including **PHP-based theme and child theme development**.
- Installed and configured plugins, handled core upgrades, and applied security patches across several WordPress environments, often extending plugins with **custom PHP hooks and filters**.
- Customized WordPress themes and templates in PHP to match brand guidelines and campaign-specific landing pages.
- Delivered Magento 1.x/2.x development using **PHP**, JavaScript, MySQL, Elasticsearch, Redis, Nginx, Apache, Node.js, and React.js.
- Built **custom Magento PHP modules** (promotions, catalog enhancements, and integration jobs) and optimized existing code for performance and maintainability.
- Managed Linux servers and production deployments for high-availability e-commerce environments.

## Earlier Experience

- Graphic Design & Web Development – Fyin Inc (AspDotNetStorefront, SQL Server, front-end implementation, and server-side scripting.)
- Website Designer / Developer – Vilcorp, Inc (Email newsletters, workstation builds, web production, and basic **PHP-based site updates**.)

## Education

- Bachelor's Degree – Web Development & Graphic Communications, Carroll University • 2006 – 2010
- Computer Programming / Analyst, Waukesha County Technical College • 2004 – 2006