

Miranda Knee

Senior Web Platform Engineer

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SUMMARY

Senior Web Platform Engineer (WordPress-focused) with 7+ years of experience designing, building, and maintaining scalable WordPress ecosystems. Strong background in custom Gutenberg block development, WooCommerce integrations, DevOps automation, and CI/CD workflows. Certified ScrumMaster with proven experience mentoring developers, collaborating cross-functionally, and improving development efficiency through reusable architecture and tooling. Experienced in designing platform-level solutions that extend beyond CMS concerns, including automation tooling, deployment pipelines, and system integrations.

EXPERIENCE

GH Advertising – Senior Developer

May 2022 - Present

- Architect and maintain **custom WordPress themes and reusable Gutenberg block systems**, establishing shared patterns used across multiple client platforms.
- Design and implement **Docker-based local and CI environments**, supporting Composer-driven dependency management and WP-CLI automation.
- Build and maintain **CI/CD pipelines (Bitbucket Pipelines)** to automate plugin update checks, maintenance workflows, and environment-specific deployments.
- Lead development of **WooCommerce and Gravity Forms solutions** supporting events, registrations, and e-commerce, including custom inventory logic, dynamic pricing, and conditional access.
- Implement and maintain **REST API integrations** between WordPress properties and external platforms.
- Configure and optimize **NGINX and PHP-FPM environments** on AWS (EC2, Lightsail, S3), improving performance and reliability.
- Mentor junior developers and interns through code reviews, architectural guidance, and onboarding support.
- Act as **Scrum Master** within Agile teams, contributing to sprint planning, technical scoping, and well-defined JIRA stories and acceptance criteria.

GH Advertising – Developer

August 2019 - May 2022

- **Introduced reusable patterns and tooling** that later evolved into shared theme and block architectures.
- **Developed and maintained custom WordPress websites**, utilizing PHP, HTML5, CSS/SCSS, and JavaScript to create responsive and user-friendly sites that met diverse client needs.
- **Collaborated with creative, media, strategy, and account teams** to translate client requirements into functional websites, improving communication and delivery outcomes.
- **Created and optimized HTML email templates and HTML5 digital banner ads**, contributing to successful marketing campaigns and increased engagement.
- Assisted in **configuring and managing NGINX-based servers** to support performance, reliability, and security.

Allegheny Conference - Web Developer

October 2015 - August 2019

- **Performed backend and front-end development**, maintaining and updating company and affiliate websites and intranet systems.
- **Implemented and monitored Google Analytics**, collaborating with internal teams to support campaigns aimed at increasing user traffic.
- Ensured sites were **responsive and browser-compatible** across devices.
- Registered and renewed domain names and **managed website hosting**.
- Developed sites using **SEO best practices**.

CORE TECHNICAL FOCUS

- WordPress Architecture & Custom Block Development
- CI/CD & DevOps Automation (Docker, Bitbucket Pipelines)
- WooCommerce & Gravity Forms Customization
- REST API Design & Integration
- Performance Optimization (NGINX, PHP-FPM)
- Analytics & Tag Management (GA4, GTM)
- Agile Development & Technical Leadership

CERTIFICATIONS AND INVOLVEMENT

Certified ScrumMaster (CSM) — Scrum Alliance
2024 - 2026
Credential ID: 1944792

The Supervisor's Role — SkillPath
2022

WordPress Meetup Pittsburgh
2018 - 2021

PTC Advisory Board
2016 - 2022

SKILLS & TOOLS

Languages & Frameworks

PHP, JavaScript (ES6+), HTML, CSS, LESS, SCSS, WordPress (Gutenberg, WP-CLI, REST API)

DevOps & Tooling

Docker, Bitbucket Pipelines, Composer, Bash, NGINX, Ubuntu, Node.js, Webpack, Gulp, Helm, AI-assisted development tools

CMS, E-Commerce & Forms

WooCommerce, Gravity Forms, ACF

Workflow & Analytics

JIRA, Agile/Scrum, Waterfall, GA4, Google Tag Manager

EDUCATION

Associate of Science

Pittsburgh Technical Institute, Oakdale, PA
February 2014 - July 2015
Concentration in Web Development

July 2007 - July 2009
Concentration in Vide & 3-Dimensional Design