Michael Smeal

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Summary

Engineering manager and full-stack developer with 10+ years building custom websites and platforms. Led a team of 9+ engineers and QA at Clearlink, guiding architecture and technical decisions while cutting feature launch effort 50%. Hands-on across WordPress, Elementor, and headless Next.js, turning Figma designs into scalable, reusable component systems. Looking to lead a development team at an agency.

Skills

- **Leadership:** Engineering management, mentorship and performance management, hiring, agile delivery, collaboration with design, product, and marketing
- **Web:** WordPress (custom themes, Blocks, Elementor, ACF, WooCommerce), PHP, JavaScript, TypeScript, React, Next.js, HTML5, CSS/SCSS, Tailwind CSS
- **Design to code:** Figma, reusable component systems, accessibility, Core Web Vitals
- **Data and APIs:** GraphQL, MySQL, PostgreSQL, Supabase
- **DevOps:** GitHub Actions, CircleCI, Composer, Pantheon, Vercel, Cloudflare, Webpack

Experience

Software Engineering Manager | Clearlink, Salt Lake City, UT | June 2023 – Aug 2025

- Led a cross-functional team of 9+ full-stack engineers and QA specialists, setting career paths and performance expectations through biweekly 1:1s. Hired 2 engineers and promoted 2, with only 1 departure.
- Guided architecture and technical decisions on multi-brand web builds, reviewing approaches with engineers before and during development
- Cut feature launch effort 50% (14 to 6 FTE hours) by automating deployment and streamlining cross-team workflows

- Advised product and executive leadership on feasibility, architecture, and risk for yearly product roadmaps
- Reduced marketing and sales request turnaround 20% by redesigning cross-departmental workflows in Jira
- Assigned work to give engineers stretch opportunities across the full stack while keeping production stable
- Partnered with project management on cross-team sprint planning, raising delivery rate 16%

Mid/Senior Software Engineer | Clearlink, Salt Lake City, UT | Dec 2018 – June 2023

- Architected a custom object-oriented PHP WordPress and Elementor theme with reusable components, letting marketing teams scale multi-brand content and SEO pages across 6 internal sites
- Translated complex Figma mockups into responsive, accessible, pixel-perfect pages
- Built GraphQL-powered Elementor components for dynamic content, on pages tied to a 10% year-over-year revenue increase
- Engineered an in-house CSS/SCSS framework inspired by Tailwind to standardize styling across web properties
- Built a Webpack pipeline that cut bundle sizes 15%
- Optimized native WordPress MySQL queries, cutting query latency 12% under heavy traffic
- Owned CI/CD (GitHub Actions, CircleCI, Composer, Packagist, Pantheon) for automated, zero-downtime deployments
- Led weekly pull-request reviews and pair programming with junior engineers, reducing post-release defects and speeding up sprints

Web Developer | Bak USA, Buffalo, NY | May 2016 – Dec 2018

- Owned the technical lifecycle, hosting, DNS, and secure data processing for core e-commerce platforms, and cut payload sizes and redundant queries with a Webpack asset pipeline

Senior Web Designer Team Lead | LocalEdge, Buffalo, NY | July 2013 – May 2016

- Led a team of designers and developers, cutting project revision cycles 30% while aligning work with executive vision

Selected Client Projects

Freelance engineering and technology consulting, 2019 – Present

- **Pinnacle Roofing & Exterior (2026):** Architected and designed a full-stack headless Next.js, PostgreSQL, and Tailwind marketing site with Payload CMS, deployed on Vercel for Core Web Vitals and SEO scalability
- **Launch NY (2019 – Present):** Own the full-stack lifecycle, hosting, and feature development of a custom WordPress and Elementor platform, with a tuned Webpack build for fast asset delivery
- **Vermont Youth Conservation Corps (2024):** Built a modular WordPress site using native Blocks and deeply customized ACF, removing technical debt and plugin dependency
- **Community Sailing Center (2025):** Built a custom PHP WordPress theme and Webpack pipeline, integrating a third-party event management API into Elementor components

Education and Certifications

- Full Stack Web Developer Certification, Udacity
- B.O.S. Interactive Media Design, Miami International University of Art & Design
- A.O.S. Information Technology, Bryant & Stratton College