

## Robert O'Toole | Web Developer

Full-Stack Developer with 5+ years of professional experience building fast, scalable web solutions for teams, agencies, and mission-driven brands. Currently focused on exploring deeper architecture and design systems with ShadCN and Typescript integration. I don't just learn how — I obsess over why. Always eager to grow, learn, and push boundaries.

Contact + Portfolio:  
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<https://bobbyo.dev/>  
(207) 956 1854  
Richardson, Texas

## EXPERIENCE

### Backend Developer (Contract)

Miller Ad Agency – Remote

Feb 2025 – Present

- Designed and implemented a secure, scalable SFTP pipeline to support Google VLA and TikTok vehicle ads for multiple car dealerships (e.g., Hodge Toyota, Ford Idabel, All Star Kia)
- Configured a Google Cloud VM with SSH-based authentication and a chroot jail for isolated, secure file storage per dealer.
- Built an Express.js backend to automate the ingestion, processing, and public serving of dealership inventory CSVs via custom dealer-specific endpoints.
- Established dealer-specific URL endpoints for TikTok & Google VLA ads, managed authentication, and automated cron job syncing with python scripts to ensure seamless integration with various dealerships and their progressively scaling ad campaigns.

### Web Developer

Archer Education – Remote

Sep 2024 – Jun 2025

- Built fast, accessible web platforms for prospective college students and stakeholders using Hugo and Directus CMS
- Created reusable Tailwind CSS components and partials while preserving performance-optimized layouts
- Collaborated on Docker-based DevContainers and Git workflows for scalable deployment
- Developed custom web applications that helped students receive custom and personalized information on their college majors or studies of choice.

### Full Stack Developer

Hyphen8tion Studios – Remote

Apr 2022 – May 2025

- Delivered modern, performant websites using Astro, Gatsby, and Tailwind
- Integrated PostgreSQL, Strapi, and Decap CMS to power headless site builds
- Engineered fast-loading, high-performing sites with strong web vitals and polished UI design.

## SKILLS

- **Modern Frontend Development** (Next.js, Astro, Gatsby, React)
- **Backend & API Development** (Node.js, Express, SFTP, Webhooks)
- **UI/UX Design Systems** with Tailwind CSS + shadcn/ui & prototype → pixel-perfect designs using Figma, Marvel, & InDesign
- **Headless CMS Integrations** (Strapi, Directus, WordPress)
- **Component Architecture & Reusability**
- Performance & SEO Optimization
- Jamstack + Serverless Deployment
- Dev Workflow, Scrum and Agile development & Tooling (Git, VS Code, Jira, Trello, Docker)
- Real-World Client Delivery & Technical Ownership

## Accolades

- **Top Rated Plus** on Upwork (Top 3% of all freelancers) with a consistent 5-star rating
- Recognized as the **fastest-onboarding** developer at Archer Education
- Trusted **go-to developer** for designers and freelance collaborators across multiple projects

## Web Developer

*Modern Doc Media*

**Oct 2021 – Apr 2024**

- Developed SEO-optimized React/Gatsby sites with a focus on accessibility
- Built a reusable component library and custom CMS-driven page builder
- Streamlined client workflows using Tina CMS for content flexibility

## Web Developer Intern

*Orcawise – Remote (Ireland)*

**Mar 2020 – Aug 2020**

- Built sales dashboards using GraphQL and Apollo for MVP based AI insights
- Researched NLP techniques and integration complex backend systems with our frontend MVP application using Python, Javascript, Apache and mySQL Database systems
- Rebuilt the official company site with Gatsby.js and worked closely with a large team of backend and frontend developers.

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## EDUCATION

### BA in Media Studies

**The New School – New York, NY**

*Sep 2010 – Jul 2015*

- Focused on digital storytelling, web media, and creative tech workflows.  
Started my introduction to web development and web design using Figma and learning HTML, CSS, + JS fundamentals.

**The Browning School – New York, NY**

*High School Diploma*