



MATTHEW RUSSELL RENFER

Senior Front-End Engineer

ATLANTA, GA

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MATTHEWRENFER.COM

Collaborative Senior Front-End Engineer with 15+ years of experience building performant, accessible, and scalable web applications. Recognized for working across teams to ship features end-to-end and instrumenting front-end systems to link technical execution directly to measurable business outcomes.

SKILLS

Front-End: React, Next.js, TypeScript, JavaScript (ES6+), HTML5, CSS3, Sass, Tailwind

Analytics & Measurement: GA4, Google Tag Manager, Looker Studio, event tracking, conversion measurement, dashboarding

Performance & SEO: Lighthouse/Google PageSpeed Insights optimization, image optimization, caching, SEO-friendly routing and metadata, accessibility

Integrations & Architecture: REST & GraphQL APIs, headless CMS, third-party API integration, reusable components

Tooling & Deployment: Git/GitHub, CI/CD, AWS, Vercel, Cloudflare

Collaboration: Agile development cycle, cross-functional alignment, documentation, stakeholder communication

EXPERIENCE

WEB DEVELOPER (CONTRACT)

YAMAHA MOTOR CORPORATION, USA
KENNESAW, GA

MARCH 2026 -
JULY 2026

- Built customer-facing features on a headless commerce platform (Next.js + Optimizely CMS), including an enhancement surfacing accessory installation instructions via the Oracle Knowledge (OKA) API – reused existing Owner's Manuals infrastructure to ship faster and avoid duplicate work.
- Implemented GA4 and Google Tag Manager across customer-facing pages, standing up event tracking and conversion measurement that gave the team visibility into user behaviors it previously lacked.
- Built Looker Studio dashboards translating raw analytics into stakeholder-ready insight, tying front-end changes to business outcomes.
- Diagnosed and shipped a production hotfix on an ambiguous cross-stack issue, isolating it to the front end and restoring the site's user purchase/checkout flow.

Technologies: Next.js, TypeScript, Optimizely CMS, GA4, Google Tag Manager, Looker Studio, Oracle Knowledge API, REST

INTERFACE ENGINEER

SOLTECH - ATLANTA, GA

JULY 2021 -
JUNE 2025

- Built and optimized responsive React/Next.js applications used by thousands of users, improving load times and usability across multiple client platforms.
- Improved Soltech's flagship site performance and searchability and reduced maintenance burden by implementing best practices.
- Partnered with cross-functional teams—including design, marketing, and backend—to deliver performant, maintainable code that saved in development time.
- Implemented third-party APIs and reusable components that standardized design patterns and accelerated new project launches.

Technologies: React, Next.js, TypeScript, Vue.js, Node, REST APIs, Docker, AWS, CI/CD

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Front-End Engineer

SENIOR WEB DEVELOPER

TACTIC EDGE SOLUTIONS - ATLANTA, GA

SEPT. 2020 -
MAY 2021

- Expanded technical breadth while launching and maintaining multiple WordPress-based marketing and application sites.
- Collaborated with product teams to develop new customer-facing features and improve user experience through design mock-ups and front-end enhancements.
- Implemented optimized WordPress themes and plugins to improve site performance and SEO visibility.
- Introduced UI refinements that increased client conversion rates and user engagement.

SENIOR WEB DEVELOPER

GARDNER-WEBB UNIVERSITY - NC

DEC. 2015 -
SEPT. 2020

- Served as university-wide web development lead, delivering digital solutions for academic, administrative, and marketing departments.
- Assisted in the planning and implementation of several website redesigns, migration and university rebranding efforts.
- Managed full project lifecycle—from requirements gathering through deployment—for new site sections, database-driven applications, and marketing campaigns.
- Launched redesigned enrollment landing pages that supported measurable growth in student applications.
- Ensured accessibility and performance compliance across university web properties.

WEB DEVELOPER/STAFF WRITER

GARDNER-WEBB UNIVERSITY - NC

NOV 2010 -
DEC 2015

Built and maintained gardner-webb.edu; trained staff on CMS/WordPress; supported enrollment web and alumni publications.

WEB DEVELOPER

IMAGE MARKETING GROUP - NC

OCT 2009 -
NOV 2010

Built client web presences aligned to business goals; improved SEO and reduced support load.

EDUCATION

The Modern React Bootcamp

Hooks, Context, NextJS, Router

The Web Development Bootcamp

HTML, CSS, JavaScript, React, Node, MongoDB and More!

Become a WordPress Developer

Unlocking Power With Code

User Experience Design Essentials

Adobe XD UI UX Design

Structured Vibe Coding with AI Coding Agents

Moving beyond simple vibe coding

B.A. in Professional Writing

WESTERN CONNECTICUT STATE UNIVERSITY - CT

2008