

Robert O'Toole | Web Developer

Full-Stack Developer with 5+ years of experience building fast scalable web solutions for large tech companies, small design agencies, and non-profit organizations with a purpose and mission. Currently focused on monorepo architecture, global type safety, and leveraging AI to upscale and boost efficiency. What sets me apart is a persistent emphasis on reliability, curiosity, and maintainability. Always learning and always moving forward.

EXPERIENCE

Backend Developer (Current Role)

Miller Ad Agency – Remote

Feb 2025 – Present

- Designed and implemented a secure, scalable **SFTP pipeline** to support Google VLA and TikTok ads for multiple car dealerships - resulting in a **20% improvement** in infrastructure costs and ad revenue utilization
- Configured a **Google Cloud VM** with **SSH-based** authentication and a **chroot jail** for isolated, secure file storage - allowing partner companies to safely upload inventory without unauthorized access
- Built an **Express.js backend server** that listened for **Python-based cron jobs** from partner dealerships (via vAuto), automating CSV ingestion, and deploying public facing URLs after files were reconfigured to VLA standards

Web Developer

Archer Education – Remote

Sep 2024 – Aug 2025

- Built fast, accessible web platforms for prospective students using **Hugo**, **Directus CMS**, and **Liquid templates** integrated with a custom component library (DXP)
- Developed **reusable Tailwind CSS components** tied to Directus fields, enabling non-technical users to style and manage layouts directly in the CMS.
- Implemented **CI/CD monitoring** with **Ghost Inspector** and **Pa11y** to automate accessibility audits and performance checks.
- Optimized build times and CI/CD pipelines with **Ghost Inspector**, **Pa11y** and continuously monitored **WCAG** compliance.
- Dramatically improve site performance by rerouting image delivery through **GraphQL** (via **Cloudinary's** CDN) instead of directly from the Directus data layer —cutting average **build times by 30%**
- Gained hands-on experience with **Docker-based DevContainers** and **Gitlab's** integration with Atlassian Suite, using ticket links in our commit messages

CONTACT + PORTFOLIO

<https://www.bobbyo.dev>
bobbyo.dev@gmail.com
(207) 956-1854
Dallas, Texas

SKILLS

Frontend

Fundamentals:

HTML, CSS, JS, Typescript

React & Libraries:

Astro, NextJS, Gatsby

Site Builders + CMS:

Hugo, Wordpress, Directus, Strapi, Tina, Decap, Contentful

Libraries / APIs:

CAPI, Hubspot, Salesforce, ChartJS, Lodash, Redux, Stripe

Styling/UI:

CSS, Tailwind, ShadCN, Material UI, Styled Components, DaisyUI, Bulma, Bootstrap, BEM

Package Management:

NPM, PNPM, Yarn, Bun, Webpack

Backend

Node / Express:

JWT, OAuth, SHA-256 encryption, CORS, cron jobs, middleware, rate limiting, custom API endpoints, webhooks, Supabase, PostgreSQL, MySQL

Design + Wireframe Tools

Figma:

Figma plugins, AI integrations

Marvel, Adobe XD, Framer

Full Stack Developer

Hyphen8tion Studios – Remote

Apr 2022 – May 2025

- Delivered modern, WCAG-compliant, and performant websites using **Astro**, **Gatsby**, and **Tailwind CSS**.
- Integrated **PostgreSQL**, **Strapi**, and **Decap** CMS to power client-managed siteless builds
- Managed **CI/CD pipelines** with **Render (backend)** and **Netlify (frontend)** – implemented **webhooks**, **cron-based rebuilds**, and **automated deployments** tied to Git branches.
- Engineered fast-loading, high-performing sites with optimized Web Vitals, custom API endpoints, and secure **environment-based configurations**.

Web Developer

Modern Doc Media - Hybrid

Oct 2021 – Apr 2024

- Developed SEO-optimized React/Gatsby sites with a focus on accessibility and aesthetic designs
- Built a reusable component library and custom CMS-driven page builder
- Streamlined client workflows using Tina CMS for content flexibility and created a **custom node script** to ensure that Tina's page preview feature worked with Gatsby and other tools in our stack

Developer Intern

Orcawise – Remote (Ireland)

Mar 2020 – Aug 2020

- Researched early-stage NLP techniques, assisted in building complex backend systems with Python, Javascript, Apache and mySQL and MongoDB databases and shadowed senior developers
- Researched early-stage NLP techniques (precursors to today's LLMs) and assisted in building backend systems using Python, JavaScript, Apache, and SQL databases and noSQL databases like MongoDB.
- Rebuilt the official company site with Gatsby.js, introducing me to responsive web development, graphql queries, and many other techniques that are still used for producing top tier websites and applications

EDUCATION

BA in Media Studies

The New School – New York, NY

Sep 2010 – Jul 2015

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

Highschool Diploma

The Browning School - New York, NY

2009 Graduate

REFERENCES

David Kliewer

Archer Education

Principal Engineer

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Christopher Axmann

Miller Ad Agency

Director of Digital Marketing

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Andrew Smiley

Modern Doc Media

Lead Engineer

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