ERIC MILLER

Mobile: (320) 262-1798
Email: eric@ericmiller.pro

CAREER SUMMARY

Full Stack Developer | AI Solutions Architect | E-Commerce & Scalable Web Systems
Results-driven Full Stack Developer with 15+ years of experience designing and optimizing high-performance e-commerce platforms and scalable web solutions. Expertise in PHP, JavaScript, AI workflows, and DevOps, with a track record of reducing operational costs, increasing revenue, and enhancing user experience through cutting-edge technology. Passionate about integrating AI to streamline development and business processes.

CORE SKILLS

Software Development & Architecture:
- PHP (8+), JavaScript (ES6+), jQuery
- React (Next.js, Vite), HTML5, CSS3
- MySQL (5.7+), MongoDB, REST API
- Git, GitFlow, Agile/Scrum

DevOps & Cloud:
- CI/CD Pipelines, Git Automations
- AWS (EC2, S3, SNS, Lambda)
- Data Monitoring (NewRelic, DataDog)
- Docker, Kubernetes

Artificial Inelegance & Automation:
- Advanced prompt engineering
- GPT Customization and Traits
- LLMs, Workflows and Agents
- Rapid Prototyping/Proof of Concepts

Marketing & SEO:
- Google Analytics, Conversion Optimization
- SEO Strategy, Keyword Research, AdWords
- Email & Content Marketing
- A/B Testing

PROFESSIONAL EXPERIENCE

Full Stack Developer (E-commerce)   11.2019 – 11.2024
Leedstone Inc.   Melrose, Minnesota

- **Architected and Developed Scalable eCommerce Platform:** Designed and implemented a new site architecture to support B2C and B2B sales, custom ordering tools, and compliance features, ensuring seamless integration with business requirements.
- **Orchestrated a full-scale Magento-to-WooCommerce migration:** Successfully migrated all user and product data while rebuilding key functionalities such as pharmaceutical vet approvals, custom taxonomies, custom order tables (later migrating to HPOS), and advanced pricing mechanisms, significantly improving maintainability.
- **Engineered a Custom Price Engine API for WooCommerce:** Using an advanced pricing system with product/customer matrix, ERP synchronization, tier pricing, caching optimizations, and real-time price verification at checkout, ensuring accuracy and performance.
- **Optimized Security and Performance:** Implemented Cloudflare configurations, security headers, 2FA, login protections, and reCAPTCHA to combat fraud while cutting hosting costs by 50% ($2,200/month) through an optimized server environment.
- **Implemented CI/CD and Scalable Development Processes:** Established a continuous integration and deployment (CI/CD) pipeline, enabling seamless updates across environments while maintaining data consistency and obscuring sensitive user information.
- **Boosted SEO and Marketing Capabilities:** Developed comprehensive SEO schema markup, improved email deliverability via SendGrid integration, and deployed marketing automation tools such as Remarkety, Google Analytics 4, and session tracking for enhanced user engagement.

Full Stack Developer (E-commerce)
K & M Manufacturing Co.

03.2014 – 11.2019
Renville, Minnesota

- **Drove 15-20% Annual Revenue Growth:** Led e-commerce development efforts that consistently increased online sales by 15-20% year-over-year by optimizing UX, refining checkout processes, and deploying data-driven marketing strategies.
- **Enhanced Product Searchability:** Upgraded product architecture from one-to-one mapping to a variant-based model, improving internal search functionality.
- **Expanded Revenue Streams:** Converted website from B2B-only to B2B + B2C, introducing a dealer locator, rewards program, and automated commission calculations/balance management, and email notifications.
- **Optimized Sales Pipeline:** Integrated tax automation, payment gateways, and shipping cost calculations, ensuring seamless transaction processing.
- **Modernized Tech Stack:** Led migration from VB to ASP.NET, later upgrading to .NET MVC 5, improving site performance and maintainability.

Founder & Web Consultant
Lakes Area Design

10.2011 – 12.2023
Willmar, Minnesota

- Provided strategic consultation to SMBs on **web development, SEO, and marketing automation**.
- **Designed, developed, and optimized websites for SMBs**, focusing on responsive design, intuitive UX, and SEO-driven architecture.
- **Revamped legacy systems for SMBs**, cutting inefficiencies and unlocking new revenue streams through automation.

Web Designer
Internet Broadcasting

05.2007 – 04.2010
St. Paul, Minnesota

- **Designed and optimized multimedia content** for national media brands, including NBC, Cox, and Hearst Argyle, reaching millions of viewers.
- Developed targeted digital advertising solutions, adapting strategies for **regional and niche markets**, increasing campaign engagement rates.
- **Reduced company stock art expenditures** by creating an internal digital asset repository, saving thousands annually.
- Implemented a **company-wide font management system**, mitigating licensing risks and improving workflow efficiency across creative teams.
- Co-led a **department-wide Confluence redesign**, which streamlined documentation, onboarding, and interdepartmental collaboration.

EDUCATION

- **Web Design AAS**: Ridgewater College. Hutchinson Minnesota. 2007
- **Multimedia Design AAS**: Ridgewater College. Hutchinson Minnesota. 2007

ADDITIONAL INFORMATION

Online: www.ericmiller.pro   **Github**: github.com/EcomEric   **LinkedIn**: linkedin.com/in/EcomEric