



WESLEY FRANCO

[LinkedIn.com/in/wesleyfranco/](https://www.linkedin.com/in/wesleyfranco/)

WEB DEVELOPER | DIGITAL ACCESSIBILITY SPECIALIST

Creative | Detail-Oriented | Accessibility-Focused | Shopify Expert

Results-driven Web Developer with a strong background in Shopify platform customization, digital accessibility, and inclusive design. Proven success managing large-scale Shopify projects, including rebuilding subscription workflows and optimizing customer UX. Passionate about making e-commerce inclusive through WCAG-compliant image descriptions, precise alt text, and user-friendly interface enhancements.

Key Skills:

Shopify Development | Digital Accessibility (WCAG) | Alt Text Optimization | Image SEO | HTML/CSS | UX Writing | Assistive Technology Testing | E-Commerce Content Strategy | CMS & Web Customization | Screen Reader Compatibility

PROFESSIONAL EXPERIENCE

Registered.Media — Remote | Scottsdale, AZ

Web Administrator / Project Assistant (Contract)

Oct 2018 – Present

- Serve as the main point of contact for digital marketing projects, collaborating with clients and internal teams to deliver high-impact web solutions.
- Lead project scoping, task planning, and execution using agile tools like JIRA and Confluence.
- Increased lead generation by 250% through campaign landing page optimization and UX enhancements.
- Built and maintained WordPress websites with custom themes and plugins; ensured SEO best practices and site performance.
- Managed end-to-end production from mockups to deployment, using Adobe Creative Suite, HTML/CSS, and PHP.

Perchville.com — Remote

Lead Shopify Developer (Contract Project)

Sep 2022

Revamped and completed a subscription-based purchasing flow for pet bird gift baskets, a project previously abandoned by Shopify's internal devs.

- Developed custom form logic tailored to bird breed and size selection, ensuring a seamless UX and recurring payment integration.
- Implemented accessible design best practices, including comprehensive alt text for images, responsive mobile layout, and assistive-device testing.
- Optimized product image metadata to enhance SEO and align with WCAG accessibility standards.

CRC Broadcasting, Inc. — Remote | Scottsdale, AZ

Traffic Manager / IT Expert / Operations Assistant

March 2016 – Present

- Manage content updates, CMS functionality, and website performance across multiple brands.
- Developed and implemented process improvements for uptime, SEO, and content workflows.
- Provided stakeholder-facing support and documentation to align marketing, sales, and IT objectives.
- Introduced streaming solutions and backend upgrades, improving site UX and listener engagement by 30%.

A4 Digital, Inc. — Scottsdale, AZ

Audio Engineer & Marketing Assistant

Oct 2019 – June 2020

- Supported multi-channel marketing campaigns through content development, CMS editing, and UX/UI assistance.
- Contributed to the design and optimization of landing pages and email templates.

Sports and Broadcast Services, LLC — Scottsdale, AZ (Contract)

Remote Producer (NHL Radio Broadcasting)

Sep 2018 – May 2020

- Managed remote technical production for NHL games, ensuring seamless broadcast delivery and quality control.

ADDITIONAL EXPERIENCE

- Web & Traffic Manager – NBC 1260 AM / 96.1 FM
- Producer – Independent 1310 KZAM Radio
- Technical Sales Specialist – GoDaddy.com
- Sound Systems Manager – Tempe Diablo Stadium
- Video Technician – Arizona Cardinals
- Public Relations Assistant – LA Angels of Anaheim
- Marketing Assistant – ABC 15 News
- Production Assistant – HBO/Indie Film Projects
- Graphic Artist – Honeywell Engines & Systems

EDUCATION

UNIVERSITY OF GEORGIA — ONLINE (EXPECTED MAY 2025)

CERTIFICATE IN DIGITAL MARKETING

- DIGITAL MARKETING 101 | SEO & CONTENT STRATEGY | PPC ADVERTISING | DIGITAL ANALYTICS

UNIVERSITY OF PHOENIX — TEMPE, AZ

GRADUATE COURSEWORK TOWARD MBA

- FOCUS: BUSINESS LAW, HUMAN CAPITAL MANAGEMENT, ORGANIZATIONAL LEADERSHIP

ARIZONA STATE UNIVERSITY — TEMPE, AZ

BACHELOR OF ARTS, BROADCASTING | EMPHASIS: SMALL BUSINESS MANAGEMENT

August, 15th, 2025

RE: *Web Developer (Remote)*

Dear Hiring Team,

I'm writing to express my strong interest in the Web Developer role focused on accessibility for your Shopify-based e-commerce platform. With extensive experience in Shopify development and a deep commitment to inclusive digital experiences, I'm excited about the opportunity to enhance your storefront's accessibility and support your mission to serve all users with excellence.

In a recent project with ThePerchville.com—a pet bird subscription box service—I took over and completed a complex Shopify build that had been abandoned by the original development team. This included implementing a detailed form system for breed/size customization and recurring subscriptions, all while ensuring that product imagery met web accessibility and SEO best practices. I applied descriptive alt text aligned with WCAG standards to improve screen reader compatibility and search visibility.

I thrive at the intersection of development and content strategy, particularly when it comes to fine-tuning alt text that is both concise and descriptive. My background also includes a strong grasp of HTML/CSS, image optimization techniques, and the ability to test for accessibility using assistive technologies. I'd welcome the chance to bring that skill set to your team and help create a more inclusive shopping experience for your users.

Thank you for considering my application. I'd love to connect and discuss how I can contribute to your accessibility initiatives.

Sincerely,

Wesley Franco

P.S. I thrive in fast-paced, multi-project environments—and if your team needs someone who can turn complex web production goals into seamless user experiences, I'm ready to jump in.