



# DAVID SCHOLER

## WEB DEVELOPER & DESIGNER

I am a results-driven web developer and designer with over 10 years of experience in HTML/CSS, JavaScript, PHP, React, and custom WordPress development. I have a proven ability to thrive in both self-starting and collaborative team environments, consistently delivering high-quality results. I'm passionate about creating impactful solutions and maintaining exceptional standards, even under tight deadlines.

## CONTACT

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-  510-459-1863
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-  dscholer.com

## TECHNICAL SKILLS

HTML5  
CSS / SASS  
JavaScript  
Jquery  
React  
Typescript  
PHP  
WordPress

## ADDITIONAL SKILLS

GitHub  
Jira  
HubSpot  
GA / GTM  
VWO  
Optimizely  
Adobe Suite  
UX Research  
Agile Methodology  
Scrum

## WORK EXPERIENCE

### ClickBank / Sr. Web Developer

From 2020 to 2025

- **Supported a 13-person marketing team, board members, and C-level executives** by designing, developing, deploying, and testing web initiatives.
- **Built 100+ custom, reusable Gutenberg blocks**, along with various page templates and plugins to enhance functionality.
- **Managed hosting, version control, security, and updates for WordPress core and plugins**, ensuring optimal performance and stability.
- **Collaborated with the VP of Content** to design and implement a homepage A/B test, resulting in a **35% increase in conversion rate**.

### DuftWatterson / Sr. Digital Developer

From 2019 - 2020

- **Developed and deployed** custom WordPress websites, apps, and landing pages from concept to launch for a diverse client base.
- **Participated in client meetings** to define technical requirements and assess project feasibility.
- **Provided ongoing site maintenance**, including SEO optimization, custom block and plugin development, and A/B testing.
- **Created documentation and conducted training sessions** to help clients effectively manage their CMS.

### Databricks / Web Developer

From 2017 to 2019

- **Managed the public-facing website**, collaborating with product, engineering, and marketing teams to launch digital initiatives at various scales.
- **Translated stakeholder ideas into functional prototypes**, providing proof of concept for engineering teams.
- **Generated reports on ongoing tests**, analyzing data and presenting insights to stakeholders.
- **Participated in stakeholder meetings** to define project scope and identify optimal digital solutions.



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## EXTRA INFO

### AWWWARDS.COM

Nominated for WOTD  
2014

### SMALL AGENCY OF THE YEAR

DuftWatterson | Boise, ID  
AdAge 2020

## HOBBIES



Traveling



Art



Games



Outdoors

## WORK EXPERIENCE (CONTINUED)

### Sellpoints (now Syndigo) / UX DESIGNER

From 2017 to 2019

- **Designed and developed** a suite of internal tools to enhance workflow efficiency.
- **Built custom solutions** on the platform to meet client-specific needs.
- **Designed and deployed** a custom WordPress-powered public-facing website.

## REFERENCES

### Jake Newby

ClickBank / Director of Marketing

**Phone:** (916) 521-5735

**Email:** jake.newby@clickbank.com

### Brett Chesney

ClickBank / Sr Marketing Manager

**Phone:** (208) 901-5663

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### Taylor Utt

ClickBank / VP of Marketing

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### James Lancaster

Oliver Finley / School Director

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