

Nathan Lucas

Marketing Technologist | WordPress Developer | Designer

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SUMMARY

Designer-developer with 18+ years building and running marketing websites, sales tools and web platforms end to end: strategy, branding and design through custom development, migration, launch, analytics and optimization. Known for saying "yes, I'll figure it out" and following through, from debugging decompiled Flash to building AI assistants on the Claude API. Equally comfortable in Figma and in PHP, Python and the command line, and experienced working across sales, marketing, engineering and support teams.

SELECTED RESULTS

- Designed and built **Chassis**, a WordPress multisite framework unifying four brand sites; migrations raised Lighthouse performance from the 60-70 range to the **high 90s** (98% performance, 100% accessibility).
- Led a solo **ExpressionEngine to WordPress migration** of the corporate site with **no SEO loss**; introduced Git and a staged deployment workflow to the company.
- Built **Docs**, a sales enablement platform with full-text PDF search, engagement tracking and LinkedIn sharing, adopted by the entire sales team and still used company-wide.
- Built AI assistants (retrieval-augmented generation with Python, Supabase and the Claude API) that answer sales questions, recommend assets from call transcripts and draft RFP responses.
- Handled **50% of a 4-6 person multimedia team's tickets**; redesigned the corporate logo, still in use.

EXPERIENCE

MotionPoint, Boca Raton, FL (remote from 2015)

October 2008 - October 2026 | Website translation and localization

Promoted through: Flash Designer, Interactive Media Manager, EasyLink Designer, EasyLink Developer, Marketing Web Developer

Marketing Web Developer (2016 - 2026)

- Sole developer, and for several years sole designer, of the corporate website and the full suite of brand sites after acquisitions (MotionPoint, Marketfully, Keycontent, The Social Element).
- Architected Chassis: drag-and-drop block system, per-site brand kits (colors, typography, buttons, spacing), per-site plugins and a shared widget library; fast, accessible and editable through Claude Code.
- Wrote a Python migration tool using the WordPress REST API, site crawling and front-end scraping to convert Elementor, ACF-block and hard-coded pages into Chassis and move metadata into Rank Math; migrated a full brand site in about two days.
- Built Docs (sales intranet): logins, filterable assets, custom search with full-text PDF indexing and in-PDF match highlighting, favorites, notes, engagement dashboard, LinkedIn API sharing and a brand center; auto-synced new marketing content.
- Built Explore, a browser-based presentation platform with responsive slide scaling, personalized client and presenter slides, expiring links and PDF export.
- Built AI tools: a RAG sales assistant inside Docs and an RFP response helper drawing on historical answers, with human review.
- Managed the marketing stack: GA4, Google Tag Manager, Search Console, Pardot forms and gated content, HubSpot, Salesforce, Rank Math.
- Designed brand identities and assets: corporate logo redesign, MotionPoint Express and Marketfully branding, hero graphics, explainer illustrations; edited podcast videos with motion graphics.

- Modernized development: custom themes with hand-written PHP/MySQL, local/dev/staging/production environments, Git, DeployHQ, DDEV, Docker and PhpStorm.

EasyLink Designer / EasyLink Developer

- Primary builder of EasyLink language-detection and switching tools (geolocation, browser language, localized referrers, session-preserving page switching), customized per client with web engineering.
- Replaced Word-based implementation guides with an interactive instructions builder that generates client-specific embed code; still used by web engineering.

Flash Designer / Interactive Media Manager

- Localized Flash, images, PDFs, CSS and video for clients including Verizon Wireless, T-Mobile, Best Buy, Ford and Chevrolet; decompiled SWF files and debugged ActionScript when source files were missing.
- Managed an overnight South American team for 24/7 coverage, plus voiceover and document vendors; owned the offline translation process.
- Built a JavaScript intake wizard (JSON output) and a PHP/MySQL project tracker that generated client quotes from contract pricing and word counts.

Web Designer, eProposal Team | Cendyn, Boca Raton, FL

2007 - 2008

- Built HTML/CSS eProposal sites for hospitality brands including Hilton, Trump and Radisson; became the team's fastest producer and was moved up to work alongside senior designers and developers.

Earlier Experience

2004 - 2007

- **Sales Representative, Empire (Miami, FL):** consistently closed sales as the youngest rep with no prior experience.
- **Starbucks, American Cafe (bartender), Olive Garden:** fast-paced customer-facing roles built on speed, memory and rapport.

SKILLS

Development: HTML, CSS, JavaScript, Ajax, PHP, MySQL, Python, WordPress (custom themes, multisite, custom post types, ACF), ExpressionEngine, REST APIs, web scraping

AI: Claude API, Claude Code, Supabase vector databases, retrieval-augmented generation (RAG)

Tools and DevOps: Git, Bitbucket, DeployHQ, DDEV, Docker, PhpStorm

Design and Media: Figma, Adobe Photoshop, Illustrator, Lightroom, Premiere Pro, After Effects, logo and brand design, illustration

Marketing Technology: GA4, Google Tag Manager, Search Console, Pardot, HubSpot, Salesforce, Rank Math, SEO, Wistia

Project Management: Jira, Asana, Monday.com

EDUCATION

Bachelor of Science, Media Arts and Animation | The Art Institute of Fort Lauderdale, 2007

CURRENT PROJECTS

Incantive (Founder, in development): automated platform giving small businesses agency-level marketing strategy, branding, content and WordPress builds.

Middle Ground Photography (Owner): family photography business (middlegroundphotography.com).