

Keith Frey

Lead Full Stack Engineer · Technical Lead · Development Team Lead

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SUMMARY

Lead engineer with more than 20 years of experience building and scaling websites, web applications and plugins. I've built and led work for Meta, Microsoft, Google, The Wall Street Journal, Barron's, News Corp, Monster, the NBA G League and the California Department of Corrections and Rehabilitation, and helped build plugins like WPForms and MonsterInsights that run on millions of sites. Teams bring me in for the hard parts: platform architecture, complex data migrations, multisite builds, CI/CD and AWS infrastructure, leading and mentoring engineers, and lately, getting AI features into production.

SKILLS

Platforms	WordPress (custom themes and plugins, block editor, multisite, WordPress VIP), Drupal, Adobe Experience Manager, Joomla, Mura
Front end	JavaScript, React, HTML, CSS, jQuery
Back end	PHP, MySQL, REST APIs, Laravel, CodeIgniter, ColdFusion
Infrastructure	AWS, LAMP server setup and maintenance, CI/CD pipelines (GitLab, Buddy.works), performance
Data	Large-scale content and data migrations into WordPress and between platforms
AI	Building AI-powered features into client sites; AI-assisted development workflows
Leadership	Leading and mentoring engineering teams, scoping projects, writing technical plans

SELECTED CLIENTS

Meta · Microsoft · Google · The Wall Street Journal · Barron's · News Corp · Monster · NBA G League · California Department of Corrections and Rehabilitation · Western Digital

EXPERIENCE

10up / Fueled — Lead Engineer

May 2025 – Oct 2025 · Remote

- Led engineering on enterprise WordPress builds, migrations and ongoing support for major brands.
- Scoped client projects and wrote the technical plans the team delivered against.
- Led and mentored engineers across concurrent projects.

WebDevStudios — Principal Engineer & Technical Strategist

May 2024 – Nov 2024 · Remote

- Built AI-powered features into new and existing client sites.
- Migrated non-WordPress sites into a WordPress multisite network with content and layout intact.
- Maintained client APIs and integrated third-party APIs to extend site functionality.
- Led project planning and the engineering team.

Awesome Motive — Development Team Lead

Jan 2022 – Apr 2024 · Remote

- Built and shipped features for WPForms, MonsterInsights, OptinMonster and WP Mail SMTP, among others: plugins running on millions of WordPress sites.
- Built and maintained internal APIs.
- Led the development team; migrated the data for the internal team hub and helped build its replacement.

WebDevStudios — Lead Engineer

Aug 2019 – Jan 2022 · Remote

- Led the engineering teams on the company's largest client accounts.
- Served as the company's primary data engineer, building and leading many data migration projects.
- Built, migrated and maintained WordPress sites and applications.

JNR, Inc. — Platform Architect

Nov 2018 – Mar 2019 · Irvine, CA / Remote

- Designed and ran AWS infrastructure for new and existing web servers.
- Set up and maintained GitLab CI/CD pipelines.
- Built and maintained WordPress, Drupal and custom PHP applications.

Western Digital — Senior Web Technologist

Mar 2014 – Aug 2018 · Irvine, CA / Remote

- Built and maintained internal and customer-facing sites on WordPress, Drupal, Mura and Adobe Experience Manager, serving over a million visitors a month.
- Owned network architecture, server setup and support on AWS.

Wise Brother Media — Web Developer & Support

Jun 2012 – Jan 2014 · Remote

- Built Studio Think Tank, a private social network for the radio industry, on CodeIgniter.
- Built and maintained the company's WordPress sites and provided 24/7 server support.

Earlier roles

2005 – 2012

Freelance for Behind the Design (from January 2005), then Taylor Digital, Brandtailers and Wundermarx PR: WordPress and Joomla sites, custom PHP and ColdFusion applications, and social media marketing.