

CARLA STOCKALPER, Web Developer / Development Manager / Scrum Master

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LINKS

[Portfolio Website](#), [LinkedIn](#)

PROFILE

Multidisciplinary technology leader with 20 years of creative and technical experience across design, development, and product delivery. I specialize in delivering web and e-commerce platforms and end-to-end digital solutions. Experienced leader of cross functional teams as a senior developer as well as a people manager. A Certified Scrum Master, I care deeply about fostering highly performant teams through empathetic leadership. Well versed in decision making around custom development vs. out-of-the-box solutioning.

EMPLOYMENT HISTORY

Apr 2025 — Present

Digital Strategy Consultant, Self

San Diego

- Advise small businesses (healthcare, e-commerce, fitness/wellness) on digital strategy and technology selection to align tools with business objectives and support scalable growth.
- Conduct website and systems audits (CRM, vendor tools) to identify UX, performance, and operational gaps and recommended prioritized roadmaps for improvement.
- Manage CRM implementations, vendor selection, data migrations, and third-party integrations to streamline operations and reduce manual work.
- Deliver pragmatic technology options and implementation plans that balanced immediate needs with future scalability, and trained client teams to adopt new workflows.
- Provide strategic guidance on marketing materials and brand positioning to strengthen messaging, increase engagement, and support lead generation.

May 2017 — Mar 2025

Manager Web Development / Sr. Full Stack Developer, Hachette Book Group

New York City

- Led two cross-functional development teams—US-based (corporate sites on WordPress VIP) and offshore (e-commerce platforms and integrations, Shopify Plus)—to deliver web and e-commerce projects aligned with brand and business goals.
- Owned product roadmaps and prioritized features across websites and stores; coordinated with marketing, sales, and product stakeholders to define scope, timelines, and launch plans and reported progress to leadership.
- Drove technical implementation and architecture decisions, building custom solutions for WordPress and Shopify and developing a PHP based XML data parser to automate product data feeds.
- Partnered with marketing to standardize content workflows, enforce brand guidelines, and improve accessibility and SEO through documentation, training, and hands-on workshops.
- Implemented release processes, QA, and post-launch support procedures to improve site reliability and accelerate time-to-publish.

Mar 2020 — Mar 2022

Web Developer (Contract), 4LNS

Boise (remote)

- Redesigned and optimized WordPress websites for veteran services to improve usability, performance, and accessibility.
- Integrated Shopify e-commerce solutions and implemented analytics tracking (GA4, GTM) to support donations, merchandising, and data-driven decision making.
- Delivered user training and CMS documentation to reduce support needs and enable client self-sufficiency.
- Built a companion website for the WarriorUp fitness app to expand digital offerings and support user acquisition.

Aug 2020 — Dec 2022

Adjunct Professor (Contract), Pace University

New York City (remote)

- Designed and delivered an online web development course for Master's in Publishing students emphasizing modern web standards, accessibility, and industry best practices.
- Mentored 20+ students to build professional portfolio websites using HTML, CSS, and JavaScript, providing actionable feedback on UX, performance, and SEO.
- Developed course modules on analytics and tracking (GA4, GTM) to teach students how to measure engagement and make data-informed content decisions.

Oct 2006 — Jul 2016

Co-Founder, Operations and Digital Strategy, Yoga Tropics, LLC

Encinitas

- Launched and scaled a wellness business from a college side project into three physical locations within five years.
- Designed and managed the company's digital presence, including websites, email marketing, and marketing collateral, to drive customer acquisition and retention.
- Developed and led class, workshop, retreat, and teacher training programming to expand offerings and deepen community engagement.
- Built operational processes and marketing strategies that supported sustained growth; company celebrates its 20th year in 2026.

EDUCATION

Sept 2004 — May 2008

B.A. Media Arts, University of California, San Diego

San Diego

Sept 2016 — Dec 2016

Certificate, General Assembly

New York

2026 — 2026

Certified Scrum Master, Scrum Alliance

Remote

TOOLS & SKILLS

Development Languages: PHP,
Javascript, HTML, CSS

Modern FE Frameworks: React,
Vue.js

Custom and Standard
CMS Development: Wordpress,
WordpressVIP, Shopify Plus,
Squarespace

UI/UX Design Tools: Adobe CS,
Sketch, Figma, Miro, Mural

Analytics (GA4/GTM)