

CARLA STOCKALPER

Web Developer / Development Manager / Scrum Master

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LINKS

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

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 vs. out-of-the-box development.

EMPLOYMENT HISTORY

Apr 2026 - Present

Manager of Digital Platforms, New Harbinger Publications - Oakland, CA (remote)

- Identify and execute cross-promotion opportunities across product lines/platforms.
- Manage multiple product teams and external vendors, overseeing development of the company's corporate website, e-commerce stores and online resource libraries .
- Introduced and successfully implemented Agile workflows for an in-house development team.
- Direct strategy and development of an online resource library by conducting live interviews with enterprise users, gaining actionable feedback for the team to implement.
- Serve as primary owner of all company digital platforms, overseeing uptime, feature releases, redesigns, accessibility audits and performance.
- Partner with marketing director and associate editor to align digital platform roadmap with broader business goals.

Apr 2025 – April 2026

Digital Strategy Consultant, Self - San Diego, CA

- 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.

May 2017 – Mar 2025

Manager Web Development/Sr. Developer, Hachette Book Group - New York, NY (remote)

- 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, ID (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 enable client self-sufficiency.
- Built a companion website for fitness app to expand digital offerings and support user acquisition.

Aug 2020 – Dec 2022

Adjunct Professor (Contract), Pace University - New York, NY (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 modules on analytics and tracking (GA4, GTM) to teach data-informed content decisions.

Oct 2006 – Jul 2016

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

- Launched and scaled a wellness business from a college project into 3 physical locations within 5 years.
- Designed and managed the company's digital presence including website, email and marketing collateral to drive customer acquisition and retention.
- Developed classes, workshop, 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 Oct 2026.

EDUCATION

Sept 2004 – May 2008 **B.A. Media Arts**, University of California, San Diego - San Diego

Sept 2016 – Dec 2016 **Certificate Software Engineering**, General Assembly - New York

Feb 2026 – Feb 2026 **Certificate Scrum Master**, Scrum Alliance - Remote

TOOLS & SKILLS

PHP, Javascript, HTML, CSS Modern FE Frameworks: React, Vue.js Custom and Standard CMS Development, WordpressVIP, Shopify Plus, Squarespace, UI/UX, Adobe CS, Sketch, Figma, Miro, Mural, (GA4/GTM)