

AARON HAWKINS

WEB DEVELOPMENT AND TECHNICAL SEO

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PROFESSIONAL SUMMARY

Web developer and web manager experienced in business applications, e-commerce catalogs, technical SEO, API integrations, and production support for the hearth-products industry.

TECHNICAL SKILLS

CMS and catalogs: WordPress, GeneratePress, WooCommerce, taxonomies, search and filtering
Development: HTML/CSS, JavaScript/TypeScript, Node.js, PHP, Laravel, REST APIs, C#/.NET, VB.NET
Data and tools: PostgreSQL, Azure Cosmos DB, SQL Server, Git, Linux, DigitalOcean

PROFESSIONAL EXPERIENCE

Web Developer/Web Manager — Mountain View Hearth Products Jul 2025–Present

- Sole developer of **Vectorum**, a shipment tracking and exception platform built with Node.js, TypeScript, Fastify, and PostgreSQL; designed, deployed, and operate the production system.
- Integrated three carrier APIs with fulfillment/storefront data: 10,000+ parcels, 110,000+ scan events, a staff exception dashboard, and customer tracking, issue reporting, and returns.
- Built **Harman-Parts.com** in WordPress/GeneratePress with 1,200+ parts searchable by name, number, model, and superseded numbers. Added product filters and a searchable library linking manuals, service documents, diagrams, and compatible parts.
- Implemented crawl/indexation controls, sitemaps, canonicals, redirects, metadata, internal links, and performance fixes; validated product, offer, and breadcrumb JSON-LD.
- Developed a custom WordPress plugin for **MagnumHeat.com** that routes legacy product listings to available parts on the active store while retaining the existing design and content.
- Built **StovePartsFinder.com** with Laravel and PostgreSQL on DigitalOcean, enabling staff to create interactive parts diagrams that link customers to BigCommerce product pages.
- Maintain **Stove-Parts-Unlimited.com** and related brand sites; standardize catalog structures, build API integrations and workflows, and manage deployments and production troubleshooting.

Configuration Specialist — GL Solutions Jan 2025–Apr 2025

- Developed web functionality with VB.NET, ASPX/HTML, CSS, XML/XPath, and SQL Server; optimized stored procedures/reports and troubleshoot code, queries, and configurations.

Software Developer — ExcelliMatrix Jan 2023–Sep 2024

- One of the main developers of **Aviator by novoFlight**, an iPhone/iPad app released in April 2024; built features using C#, .NET MAUI, and XAML.
- Worked with Azure Cosmos DB on scheduling, flight logs, and maintenance records; improved UI/UX, fixed bugs, and developed and tested API integrations.

Site Manager — Glacier Ziplines May 2015–Oct 2022

- Managed daily operations, customer service, and cash handling alongside the company website, digital advertising, and social media.

EDUCATION

Flathead Valley Community College | A.A.S., Web Technology | 2020 | GPA: 3.85