

Cassi Gallagher-Shearer

Marketing Web Engineer / Bellingham, WA

[LinkedIn](#) / [Github](#) / [Website](#) / hello@cassigs.com

Summary

Marketing Web Engineer with 10 years solving problems on the web and 6+ years of experience building and maintaining digital experiences across React/Gatsby, WordPress, and headless CMS platforms. Proven ability to translate Figma designs into accessible, high-performance production pages, debug cross-browser issues, and empower editors to self-publish through CMS architecture and documentation. Comfortable managing high-volume, multi-project support environments with rapid context switching and a strong eye for UX/UI quality.

Skills & Technologies

- **Language & Frameworks:** HTML, CSS/SCSS, JavaScript, React.js, Gatsby, GraphQL
- **CMS & Tooling:** WordPress, Contentful, Drupal, Git/GitHub
- **Practices:** Responsive design, cross-browser compatibility, accessibility, performance optimization, Figma-to-code, async/remote collaboration

Relevant Experience

Marketing Web Engineer

Submittable (SaaS) / 2021 - 2025

Tech Stack: Gatsby (React) + Contentful CMS. Sole web engineer owning submittable.com

Key projects:

- Owned the full frontend architecture and delivery of submittable.com from technical planning through production deployment. Partnered closely with Design, Content, SEO, and Marketing stakeholders to align on priorities and ship iteratively.
- Led a large-scale migration of 300+ blog posts from WordPress to Contentful and led the technical implementation of a full site rebrand including 1000+ page migration and consolidation of two additional acquired brands and design update across the whole site.
- Built high-impact, custom interactive pages including an [ROI calculator](#), [AI for Good landing page](#), and reusable product page and digital guide templates — balancing customer value, UX quality, and technical durability.
- Drove web performance optimization and technical SEO improvements across the marketing site, contributing to improved Core Web Vitals and organic visibility.
- Enabled non-technical editors to self-publish confidently by designing Contentful CMS structures, writing Confluence documentation, and recording Loom walkthroughs — reducing engineering dependency for content updates.
- Proactively introduced AI-assisted development tooling to improve workflow efficiency across content production and site iteration tasks.

Engineer > Senior Engineer - Web Engineering

Slalom Build (Technology Consultant) / 2017 - 2021

- Delivered frontend engineering across 6+ client engagements, context-switching between stacks, teams, and domains with minimal ramp-up time.
- Built and maintained production React + TypeScript interfaces for a large-scale automotive data platform, independently owning the frontend layer within a larger cross-functional team.
- Rapidly launched WordPress sites for multiple media brands with tight deadlines; built a reusable theme template to reduce ramp-up time on future campaigns.
- Co-built a Drupal content hub with strong emphasis on editorial UX and visual design consistency for a major university.
- Built a custom WordPress landing page for a major media brand marketing campaign within strict brand and design constraints
- Created Salesforce Marketing Cloud templates, cloud pages, and email campaigns across multiple industries

Education

Full Stack Web Development Certification

Dev Bootcamp / 2017

Ruby on Rails, JavaScript, HTML, CSS; Agile methodology and pair programming

B.A. Visual Journalism

Western Washington University / 2006-2010

Additional accomplishments: Online editor, web development certification