

Josh Wolf

Senior Web & Digital Strategy Consultant

Madison, United States

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Skills

WordPress Architecture & Development

Web Performance & Security

Analytics & Marketing Technology

API Integrations & Data Systems

Hosting & Infrastructure Management

Technical Troubleshooting & Platform Audits

Accessibility & Compliance

Project & Client Leadership

Senior web technology and digital strategy professional with 22+ years of experience architecting web platforms and advising organizations on marketing technology, analytics, and scalable digital infrastructure. Trusted by hundreds of businesses to design, build, and optimize WordPress-based ecosystems that support growth, performance, and operational efficiency.

Employment history

Oct 2018 – Present

Digital Strategy & Web Technology Consultant

Madison, WI

- Advise organizations on **digital marketing strategy and Paid Search (PPC)** initiatives, improving campaign performance, attribution visibility, and marketing ROI.
- Architect and modernize **WordPress websites and digital platforms**, aligning development decisions with UX, performance optimization, SEO strategy, and long-term scalability.
- Identify and implement **emerging technologies—including AI-driven tools and automation—to enhance marketing intelligence, operational efficiency, and competitive advantage.**
- Conduct **technical and strategic website audits** for agencies and internal teams, delivering recommendations on architecture, performance, and digital best practices.
- Guide organizations on **web accessibility, privacy, and regulatory compliance**, ensuring alignment with **WCAG/ADA standards and data regulations including CCPA and GDPR.**
- Serve as a **technical advisor to marketing and leadership teams**, bridging business goals, user experience, analytics, and modern web technology.

Dec 2018 – Jun 2023

Director Of Web Operations

Brew City Marketing

Milwaukee, WI

- Led the **web development department**, overseeing project scoping, resource allocation, and the establishment of standardized workflows to improve delivery efficiency and development quality.
- Oversaw **web infrastructure, hosting strategy, and large-scale platform migrations** across the agency's client portfolio, ensuring high availability, security, and operational continuity.
- Evaluated and implemented **technology integrations and software solutions** to improve customer data flow, marketing automation capabilities, and overall system scalability.
- Directed **complex website migration initiatives** using staged deployment, validation checkpoints, and rollback safeguards to minimize service interruptions and maintain client trust.

Aug 2008 - Oct 2018

Web Developer / Client Solutions

WSI Webmark

McLean, VA

- Managed multiple web development projects simultaneously, consistently meeting deadlines in a fast-paced agency environment.
- Collaborated directly with clients to produce **design proofs, iterate on feedback, and deliver websites aligned with business goals and brand standards.**
- Managed client expectations while researching and implementing **creative technical solutions** to overcome development challenges.
- Troubleshoot and resolved issues across existing client websites, improving performance, reliability, and user experience.
- Trained clients on **website administration and content management**, enabling teams to confidently manage their own digital properties.
- Implemented **security best practices and preventative measures** to reduce site vulnerabilities and protect client platforms.

Education

Aug 2003 - Mar 2005

Associate's Degree

Moraine Park Technical College

West Bend, WI

Aug 2000 - May 2003

University of Wisconsin - Milwaukee

Milwaukee, WI