

Kevin Smith

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SUMMARY

- Full-stack engineer specializing in marketing engineering: SEO, lead generation, A/B testing, conversion optimization
- 24 years building for high-traffic publishing and financial services platforms (Django, Python, WordPress, JavaScript)
- Director-level experience, chose the IC path. Led teams up to 16, built systems that generated \$100M+ in revenue
- Independent consultancy shipping 20+ production web applications (centricle.com)

EXPERIENCE

Full Stack Engineer

Jun 2025 – Present

Centricle • Remote

Independent web development consultancy.

Contract engagement: Custom WordPress development for 247wallst.com (Flywheel Publishing), a high-traffic financial news site. Theme architecture, live blog tooling, real-time stock chart integration. (May–Nov 2025)

Proprietary products: 20+ production web applications as sole developer. Fullstack apps with auth, payments (Stripe), real-time backends (Supabase). Content platforms with SEO architecture (Astro, TypeScript). Browser extensions.

Full Stack Engineer, Marketing

Oct 2023 – May 2025

Muck Rack • Remote

Marketing engineering for a SaaS PR platform. Owned the public-facing marketing site and lead generation systems on Wagtail CMS (Django), shipping landing pages, content templates, and lead capture workflows.

Django, Python, Wagtail, JavaScript, CSS

The Motley Fool

17 years • Alexandria, VA (later Remote)

Full Stack Developer, Customer Acquisition

Jun 2021 – May 2023

Site-wide redesign on the Fool's custom Wagtail CMS: SEO, page speed, A/B testing, and lead generation. Started as a two-person dev team; results led to doubling the engineering investment.

Full Stack Developer, Affiliate Marketing — The Blueprint

May 2019 – Jun 2021

Built the front-end architecture for an internal startup producing business software reviews. Designed internal ad systems with measurable outcomes — decisions driven by data, not gut. Two-developer team.

Marketing Engineer, Lead Generation — Wealth Management

Jun 2016 – May 2019

Built an entire marketing technology stack from scratch for a separately regulated (SEC) financial division. Two-person team operating with startup autonomy inside a public company. Compliance-aware development in a regulated environment.

Marketing Engineer, Upsell/Cross-sell

Apr 2015 – Jun 2016

Developed commerce and order page front-ends against .NET APIs, running dozens of user-facing A/B tests to optimize conversion. Part of a team of six to eight that generated \$100M+ in revenue over two years.

Director, User Interface

Jan 2011 – Apr 2015

Led 16 front-end developers and UX designers responsible for all company digital properties. Established development standards, code review practices, and cross-team coordination.

Director, Front End Web Development

Mar 2006 – Jan 2011

Hired as the company's first front-end web developer. Built the front-end development practice from zero — hiring, standards, tooling, and team culture. Grew the team over five years into a department.

Earlier Experience

2000 – 2006

Freelance and contract web development including accessible GIS templates for a FEMA flood mapping application.

SKILLS

LANGUAGES Python, JavaScript, TypeScript, PHP, HTML, CSS, SQL

FRAMEWORKS Django, Wagtail, WordPress, Astro, Tailwind

PLATFORMS Supabase, Stripe, Netlify, Vite, Git, Linux/Unix, Claude AI

DISCIPLINES Team leadership, SEO, A/B testing, lead generation, responsive design, CI/CD, accessibility, performance optimization, marketing engineering

EDUCATION

Salisbury University

BA, Graphic Design / Photography