

# Tim Dalbey

## Full Stack Developer

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### Tim Dalbey

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### Skills

JavaScript, Angular, React, Next.js, TypeScript, PHP, SQL, WordPress, WooCommerce, Shopify, Webpack, Gulp, Git, Figma, Adobe, Salesforce, HubSpot, Google APIs, Mapbox, Server Management, Custom APIs, MJML, HTML, CSS, SASS

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### Experience

#### Synapse Marketing Solution / Full Stack Developer

OCTOBER 2023 - PRESENT, LANCASTER, PA

- Currently working on a battery website for a client that has a custom built battery finder based on Application, Year, Make and Model data points. Wrote custom CLI commands to import over 10+ application points of data to connect batteries to applications/cars. Has over 200,000 possible combinations that a user can select from to present them with the correct battery for their needs. Built in WooCommerce.
- Built out several custom mapping solutions for clients using Google Maps APIs that locate Sales Representatives based upon user selected location and pulling in data from several custom post types, data points and custom taxonomies.
- Worked on developing an internal custom WordPress theme built based off of custom extended WP Bakery Components to improve the speed, reliability and range of customizations we can offer our clients.
- Developed and deployed a custom visual regression testing tool using Playwright to automate post-deployment testing and reliability of codebases and websites.
- Custom wrote a build process for an email component library that extends MJML to rapidly develop highly customized and difficult to achieve layout emails that are supported in all major email clients like Outlook and Gmail.
- Creating and implementing custom JavaScript applications, Ecommerce and custom Wordpress solutions for high-end clients using Vanilla JavaScript/React, PHP, HTML5, CSS/SASS.
- Train and assist developers on best practices in WordPress. Teaching the developers advanced WordPress development tactics, OOP basics in PHP and JavaScript.
- Managing our servers and client sites which includes automating updates of WordPress and plugins and git across 100+ installs.

## **YDOP Marketing / Full Stack Developer**

MAY 2019- OCTOBER 2023, LANCASTER, PA

- Developed their new internal project management application using Angular, Firebase and the Ionic framework to produce a web, desktop, Android and Apple App all from one codebase.
- Creating and implementing custom JavaScript applications, Ecommerce and custom Wordpress solutions for high-end clients using Vanilla JavaScript/React, PHP, HTML5, CSS/SASS.
- Train and assist developers on best practices in WordPress. Teaching the developers advanced WordPress development tactics, OOP basics in PHP and JavaScript.
- Optimize website's build processes to ensure fast and quality codebases for all websites using Gulp and Webpack to process the codebase to compress code, images and any other assets.
- Managing our servers and client installs which includes automating updates of WordPress and plugins and git across 100+ installs.

## **Synapse Marketing Solutions / JavaScript Developer**

OCTOBER 2017- MAY, 2019, LANCASTER, PA

- Creating and implementing custom JavaScript applications, Ecommerce and custom Wordpress solutions for high-end clients using Vanilla JavaScript/Vue, PHP, HTML5, CSS/SASS.
- Train and assist developers on best practices in WordPress. Teaching the developers advanced WordPress development tactics, OOP basics in PHP and JavaScript.
- Optimize website's build processes to ensure fast and quality codebases for all websites using Gulp and Webpack to process the codebase to compress code, images and any other assets.

## **Tower Marketing / Lead Developer**

JANUARY 2015- APRIL, 2017, LANCASTER, PA

- Build out custom themes and plugins for clients.
- Guide current developers on best practices.
- Create tools to streamline internal processes.
- Switched from self-hosting websites to a managed hosting service. This saved the company \$3,000/month in hosting costs.
- Increased overall site-speed from average 4-10 seconds of load time to 1-3 seconds by upgrading to a CDN and switching DNS provider.
- Increased security which allotted developers ~5 hours of extra development a week.

## **Launch Dynamic Media / Lead Developer**

SEPTEMBER 2012- JANUARY, 2015, LANCASTER, PA

- Build out custom themes and plugins for clients.
- Train new developers on technologies and best practices.
- Estimate scope and deliverables to hand over to the client.
- Communicate and meet with clients to discuss the project.
- Train clients on how to use their new site or app.

- Create tools to streamline internal processes and build out to implement.
- Developed an internal starter theme to streamline build out time and standardize sites codebases.
- Created an internal build process of our projects to help manage dependencies better.
- Built custom Salesforce applications to track project time and manage projects.

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## Projects

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### Weatherd

Simple weather web application built using Vite + React.js. Utilizes user geolocation, Google Maps reverse geocoding service & OpenWeather API. Cool feature of this application is that it changes colors depending on the weather condition.

### Personal Site

Built out using React, Next.js, Vercel and headless WordPress CMS.

### The Dash

Currently rebuilding an internal tool for project management and time tracking for YDOP Marketing. Using the Ionic framework and Angular to publish a Web App and Mobile apps for iOS and Android.

### Duck Donuts: Location Map

Using the MapBox API, built a custom application to allow customers to easily find the closest Duck Donuts to them.

<https://www.duckdonuts.com/locations>

### Brentwood: Contractor Locator

This custom JavaScript application allows users to find a number of Brentwood certified contractors in the area of their job.

<https://www.brentwoodindustries.com/cooling-tower-contractor-locator/>

### The Day Planner

Custom built a time tracking application inside of Salesforce using Angular and Apex. This was a project that I took on to learn Salesforce development because Launch was partnered with Salesforce. This application solved our issue of not being able to track time efficiently.

Designed and built the prototype during off hours and then got time to build it inhouse. Used Angular Material for frontend framework. This app is still in use at Launch today.

### The PM Tool

This was a second project that sprung up after the Day Planner's success. The app was built because every project management tool out there always got us 90% of the way there and we needed a custom tool to tailor to our specific needs. I based the design off of Google's Inbox and it was a fun challenge to match the design of Inbox. This app is still in use today at Launch.