

# Will Jackson

Web developer and WordPress specialist

## Contact

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## Links

<https://willjackson.uk>  
[github.com/willjacksonuk](https://github.com/willjacksonuk)  
[linkedin.com/in/wejackson](https://linkedin.com/in/wejackson)

## Profile

Web developer and WordPress specialist with 5+ years' experience building and maintaining WordPress/WooCommerce websites. This has included custom theme development, ACF Pro, PHP, JavaScript, responsive front-end development, SEO, analytics, hosting and performance. I'm used to taking business requirements, content problems and technical issues and turning them into practical, maintainable website improvements.

## Technical skills

WordPress/WooCommerce, PHP, ACF Pro, JavaScript, React/Vite, Astro, HTML5, CSS3, responsive front-end development, Figma, technical SEO, GA4/GTM, Core Web Vitals, Search Console, Git/GitHub.

## Professional experience

### Web developer and technical operations

Woven & Woods - 2021 - Present

I'm the web developer and sole technical lead for a flooring retailer with showrooms across south-west London. The role covers most of the company's digital work including custom WordPress development, WooCommerce implementation, front-end improvements, SEO, analytics, hosting, internal tools and day-to-day technical problem solving.

#### Main responsibilities and achievements

Developed a bespoke WordPress/WooCommerce catalogue theme using PHP and ACF Pro. The website features several hundred product ranges with structured taxonomies, reusable content sections and responsive front-end layouts.

Built and maintained the product catalogue around the way the business actually works, making it easier for staff to manage product information and for customers to browse ranges, filter options and make enquiries.

Delivered front-end improvements, content updates, SEO fixes and technical changes, balancing day-to-day stakeholder requests with larger development projects, QA and deployment.

Built a React/Vite tool to replace manual spreadsheet editing, converting product data from the central database into import-ready formats for WooCommerce, Simpro CRM and showroom ticketing software. This saves several hours each week and significantly reduces errors from manual data handling.

Managed technical SEO and performance improvements, helping maintain first-place Google rankings for core commercial search terms and Lighthouse scores in the high 90s.

Used Git/GitHub, local development and managed hosting environments to develop, test and deploy theme, content and performance improvements.

## Legal assistant

Stevens & Bolton - 2018-2021

Woodford Stauffer - 2016-2018

GCL Solicitors - 2014-2016

Earlier legal career in property and commercial litigation, developing strong attention to detail, client communication, documentation and QA skills.

## Marketing content producer

Rapanui Clothing - 2011-2014

Produced digital content for a commercial fashion brand, developing an early understanding of brand, content and conversion.

## Selected work

### Woven & Woods

[wovenandwoods.com](http://wovenandwoods.com)

WordPress/WooCommerce website for a south-west London flooring retailer, with custom theme development, structured product content, searchable/filterable catalogue pages and SEO-focused lead generation.

### The Gallimaufry

[thegallimaufry.show](http://thegallimaufry.show) / [github.com/willjacksonuk/thegallimaufry-website](https://github.com/willjacksonuk/thegallimaufry-website)

Astro podcast site using the Buzzsprout API at build time and deployed via Cloudflare Pages, demonstrating API integration, static generation and modern deployment workflows.

## Education

### Graduate Diploma in Law

University of Law - 2015-2017

### Media Production BA (Hons)

University of Winchester - 2008-2011

### Professional development

HarvardX CS50x

MITx Introduction to Computer Science Using Python