DAVID CARTER

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# SUMMARY

Front-end and CMS developer with extensive experience supporting large-scale enterprise web platforms, including 10+ years on Pfizer.com. Specializes in Drupal, WordPress, custom theme development, component-based UI engineering, and modern JavaScript workflows. Adept at translating business requirements into accessible, scalable digital solutions.

# CORE SKILLS

## Languages & Front-End

React • NextJS • HTML • CSS/SASS • JavaScript • Twig • PHP (light/moderate)

## CMS Platforms

Drupal • WordPress • Shopify • SharePoint

## Web & App Development

Front-End Development • API Integration • Mobile App Development • AI-Assisted Development • Custom Theme Development

## Tools & Technologies

Docker • Node/NPM • Git/GitHub • GitHub Copilot • Google AI Studio • Vite • Vercel • Appwrite • MongoDB • Clerk • Neon • Expo • MySQL • Figma • Sketch • Photoshop • Loveable

# EXPERIENCE

## Pfizer

April 2015 – December 2025 — Web Developer / Technical Specialist

* Serve as content and front-end development specialist for Pfizer.com and corporate digital communications teams.
* Manage full content lifecycle from requirements and prototyping to UAT and production deployment.
* Translate business requirements into scalable Drupal and front-end solutions using HTML, Twig, CSS, and JavaScript.
* Leverage AI tools (Loveable, GitHub Copilot) to accelerate prototyping, improve accessibility, refactor code, and generate documentation.
* Conduct UAT, validate deliverables, manage hotfixes, deployments, and iterative enhancements.
* Identify patterns and opportunities for standardization; contribute components, styles, and updates to global brand guidelines.
* Perform advanced content and component updates requiring understanding of SEO, system architecture, and enterprise design systems.

## FCB (formerly Draft FCB)

December 2013 – April 2015 — Front-End Web Developer

* Built responsive web interfaces using HTML5, CSS3, jQuery, PHP, and WordPress from static design files.
* Developed mobile presentations in Veeva using HTML5, CSS3, and jQuery.
* Debugged cross-browser issues and optimized front-end code for performance and compatibility.

## Pfizer

March 2012 – December 2013 — Front-End Web Developer

* Developed custom SharePoint sites and InfoPath forms for internal legal and compliance teams.
* Authored technical documentation and trained support teams on updated workflows.
* Participated in client meetings, ensuring accurate translation of requirements into functional solutions.

## Freelance Web Developer

January 2011 – March 2012 — Front-End Web Developer

* Delivered front-end development for clients across multiple industries.
* Built standards-compliant, accessible websites with cross-browser compatibility.
* Designed, planned, and deployed full websites, including custom WordPress themes.
* Edited audio/video for web delivery and integrated PHP into custom templates.
* Translated Photoshop mockups into functional HTML/CSS layouts.

# Projects

• Staten Island Pediatric Dentistry – Web Development, Design, Deployment, Maintenance (HTML, CSS, JS)

• Affinity Solutions – Web Development (HTML, CSS, PHP)

• Four32c – Development Support (HTML, CSS)

## Pfizer

February 2009 – December 2010 — Front-End Web Developer

* Delivered custom SharePoint workflow solutions using SharePoint Designer and WSS.
* Built and integrated InfoPath forms for departmental collaboration systems.
* Developed solutions using HTML/XHTML, CSS, JavaScript (jQuery), XML, and PHP.
* Created graphic assets using Photoshop, ImageReady, and Illustrator.
* Collaborated with cross-functional teams to establish governance and methodology for SharePoint implementations.
* Supported critical business initiatives as the designated Adobe Connect expert.

# EDUCATION

Digital Electronic Technology — Suburban Technical School, Hempstead, NY

Graduation: November 1995