DAVID CARTER

Front-End & Marketing Technology Developer

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SUMMARY

Front-end developer with 12+ years building corporate and marketing web platforms, including a decade on Pfizer.com in a regulated pharmaceutical environment. Builds with React, Next.js, TypeScript, and Drupal, and specializes in the marketing technology around a site: GA4 and Google Tag Manager tracking, consent management, UTM attribution, lifecycle email, and end-to-end testing.

SKILLS

Front end: React, Next.js (App Router), TypeScript, JavaScript (ES6+), HTML5, CSS3/Sass, Tailwind CSS, WCAG accessibility, SEO

CMS: Drupal (custom themes, Twig), WordPress (custom themes)

Marketing technology: Google Tag Manager, GA4 event tracking, Google Consent Mode v2, UTM attribution, PostHog, MJML responsive email

Testing & quality: Playwright (desktop and mobile), UAT, cross-browser testing, Lighthouse audits

Tools & deployment: Git/GitHub, Vercel, Docker, DDEV, Vite, ESLint, Figma, React Native, Supabase

AI-assisted development: Claude Code, Codex, GitHub Copilot, spec-driven development, Playwright MCP, CodeRabbit

EXPERIENCE

DCart Development · Founder & Web Developer (Self-Employed) **January 2026 – Present**

- Upgraded BWTF.com from Drupal 8 to 11 with a custom theme that lets staff update 3,000+ pages without developer help, raising Lighthouse performance from 62 to 85
- Built a sync module for BWTF.com that handled a 50+ GB data migration and keeps production and staging in sync
- Scoped requirements and delivered ongoing enhancements for 3 clients, deploying through GitHub and Vercel

Pfizer · Technical Specialist **April 2015 – December 2025**

Corporate Affairs team that built and managed all content on Pfizer.com and its 40 country sites

- Published Pfizer's highest-visibility corporate content, including 4 quarterly earnings releases a year, the annual review, and 100–150 press releases and 20–50 press statements a year, on time for every release
- Turned around content changes in 1–3 business days and new sections and redesigns in about 2 weeks, building front-end proofs of concept, redesigns, and improvements in Drupal, Twig, CSS, and JavaScript for a site serving about 1.8M monthly visits
- Gathered requirements from business stakeholders, fixed front-end bugs directly, and managed the rest to completion with development vendor TCS and Pfizer's in-house DevOps team
- Standardized components and styles across the U.S. site and country variations, contributing updates later adopted into Pfizer's global brand guidelines

Evoke Health (via Solomon Page) · Front-End Developer (Contract) **November 2014 – April 2015**

- Delivered 10–15 client campaigns end to end, including responsive websites, mobile applications, and interactive elements, alongside the in-house team

FCB (via Robert Half) · Front-End Web Developer (Contract) **December 2013 – September 2014**

- Built responsive web, mobile, CRM, and Veeva CLM work in HTML5, CSS3, jQuery, PHP, and WordPress for 10–20 of the agency's 30 pharmaceutical clients, whose digital work represented about $27M in annual agency revenue

SELECTED PROJECTS

After Hours Collective · Multimodal AI research assistant (volunteer team project) **November 2026 – Present**

React, TypeScript, TanStack Router, AG-UI, AWS Cognito and Bedrock AgentCore, OpenSpec, Vitest

- Shipped the real-time streaming chat page in one day, from OpenSpec proposal to two merged PRs: a React/TypeScript route rendering AG-UI agent events with stop, retry, and a shared-link guard against the team's deployed AgentCore agent
- Wrote about 800 lines of tests for about 450 lines of feature code, covering streaming, cancellation, and page behavior, answered PR review with fixes backed by new tests, and aligned the Cognito auth contract in the specs

TaskCurrent · B2B SaaS marketing site and lifecycle email system **Independent project**

Next.js, React, TypeScript, Tailwind CSS, MJML, GTM/GA4, Playwright, Vercel • taskcurrent.vercel.app • github.com/dcarter0317/taskcurrent • github.com/dcarter0317/taskcurrent-emails

- Built a marketing site for a workflow-automation SaaS concept from 25+ reusable React/TypeScript components, with a type-safe GA4 layer on the GTM dataLayer, Google Consent Mode v2, and UTM attribution
- Engineered six responsive MJML lifecycle emails and wrote 50+ Playwright end-to-end tests on desktop and mobile, covering forms, analytics events, consent flows, and accessibility

EDUCATION

Applied Generative AI and Agentic AI Certificate · Johns Hopkins University (16 weeks) **Expected April 2027**

Digital Electronic Technology · Suburban Technical School, Hempstead, NY