



Mike (MJ) Payne

Web Developer | Digital Marketer | Front-End Development Expert | Project Manager



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Objective:

Resourceful and results-driven web developer, project manager, and digital strategist with years of hands-on, client-facing experience delivering high-impact digital solutions. Adept at leading and collaborating on successful web development projects from concept to launch, combining technical expertise with creative vision and business insight.

Skilled across a broad range of disciplines, including web development, UI/UX design, project management, online marketing, SEO, and social media strategy. Known for bringing a forward-thinking mindset to every project, with the ability to lead teams, manage staff, and ensure deadlines and expectations are not just met—but exceeded.

Passionate about staying ahead of industry trends and continuously evolving my skill set to deliver innovative, results-focused solutions. Whether working independently, consulting with a company, or collaborating with a full team, I bring a professional yet personal approach that builds trust, drives results, and creates cutting-edge digital experiences.

Core Strengths:

Personal and Professional:

- ✓ Proven ability to work independently or seamlessly within cross-functional development teams
- ✓ Personable, professional, and effective in communication with clients, stakeholders, and executive leadership
- ✓ Strong background in project management with a focus on planning, execution, and delivery
- ✓ Experienced in staff leadership, mentoring, and team coordination
- ✓ Adept at managing both small-scale tasks and large, complex projects
- ✓ Exceptional time management, organization, and interpersonal skills
- ✓ Thrive under pressure and consistently meet tight deadlines without compromising quality
- ✓ Passionate about digital innovation with a deep commitment to excellence in every project
- ✓ Known for punctuality, attention to detail, and a high standard of professionalism

Technical Skill Sets

- Front-end development specialist with a strong eye for design and usability
- Highly proficient in WordPress, Magento, Shopify, and virtually all major CMS platforms, including custom theme and plugin development
- Experienced in CSS3+, TailwindCSS, HTML5+, SASS, PHP, jQuery, JavaScript and other widely used programming languages and frameworks
- Skilled in both Linux and Windows development
- Proficient with all major web/page builders, including Breakdance, Beaver Builder, Elementor, Divi, WPBakery, and more
- Specialist in ADA-compliant development, creating accessible digital experiences that meet WCAG standards
- Well-versed in third-party integrations and data transfer, including APIs, CRMs, and marketing platforms

environments, with experience deploying across diverse server stacks

- Expert in responsive design, mobile-first development, and app interface creation
- Fluent in Adobe Creative Cloud and all leading web development tools, including code editors, design software, and deployment platforms

- Experienced in quoting, scoping, and translating client goals into technical project plans and deliverables
- Strong technical documentation skills, ensuring clarity and alignment between teams and stakeholders
- Digital marketing and social media strategist, skilled in SEO, paid advertising, and audience engagement

Professional Experience:

2018 – 2025 | Thrive Agency

Lead Support Developer & Web Engineer

Originally brought on as a contractor during the formation of Thrive's support department, I quickly became a key asset in handling high-volume, fast-paced web development challenges. Within a year, I was hired full-time and promoted to lead a global team of developers, build department-wide SOPs, and support enterprise-level development across hundreds of client sites. My role demanded technical versatility, quick thinking, and hands-on leadership across development and client services.

- Managed and executed up to 20 website tasks per day, balancing updates, full site builds, bug fixes, hacked sites and custom feature development
- Played a central role in defining support workflows and writing detailed SOPs that improved departmental efficiency and service quality
- Served as lead developer for large-scale and technically complex projects, ensuring quality standards and producing detailed technical documentation for the team
- Regularly participated in client meetings to translate high-level needs into actionable development plans and scalable solutions
- Partnered with sales teams to scope and quote projects accurately — with a 100% track record of delivering on-budget
- Oversaw a geographically distributed team of 8+ developers across the US, Canada, South Africa, Pakistan, India, and the Philippines — including conducting quarterly reviews and approving hours
- Championed a shift away from outdated WordPress practices toward more modern, scalable, and headless architecture solutions

2012 – 2018 | Independent Contractor

Web Developer & Digital Marketing Consultant – ThatOnlineMarketingDude.com

Served as a web developer and consultant for a range of small to mid-sized businesses, delivering tailored online solutions that aligned with client goals and brand vision. Focused on client retention, results-driven development, and clear communication throughout the project lifecycle.

- Led end-to-end development of websites, social media strategies, SEO campaigns, and mobile-optimized platforms
- Transformed initial concepts into fully functional, high-performing websites and digital assets
- Managed large-scale projects using remote and outsourced teams to ensure timely, high-quality deliverables
- Oversaw all aspects of design, development frameworks, and integrated marketing strategy as team lead
- Built long-term client relationships through hands-on training, collaborative planning, and post-launch support
- Maintained a forward-thinking approach by continuously adapting to new technologies, tools, and development methodologies

2006 – 2011 | D3Corp

Senior Project Manager – Web Development

Led all aspects of internet development projects for a wide range of clients, serving as the primary liaison between clients, sales teams, and technical staff. Responsible for defining project scope, managing resources, and ensuring successful delivery of websites and digital applications. Championed the adoption of emerging technologies and played a key role in expanding the agency's mobile and social media offerings.

- Managed hundreds of web development projects for clients across tourism, hospitality, professional services, e-commerce, and government sectors
- Oversaw and coordinated cross-functional teams including programmers, designers, and front-end developers
- Personally contributed to front-end development, ensuring quality, consistency, and adherence to brand standards
- Created detailed project proposals, development timelines, and client expectation documentation to drive transparency and accountability
- Designed and implemented custom CMS frameworks tailored to client needs, streamlining content management and future scalability
- Pioneered the company's mobile website and app development offerings, helping clients extend their digital presence across platforms
- Led development on both Linux and Windows hosting environments, managing servers and databases to support custom applications and high-traffic sites

1999 – 2004 | Strive Physical Therapy / GNR

Internet Director

Led all digital initiatives for a national physical therapy catalog company and its network of physical therapy offices across Florida and Wisconsin. Responsible for website development, e-commerce integration, online community management, and the creation of specialized web platforms to support business growth and industry outreach.

- Independently managed and delivered multiple web projects under tight deadlines, from concept through deployment
- Developed site architecture, project timelines, and technical documentation to guide execution and ensure on-time delivery
- Rebuilt and relaunched *PhysicalTherapist.com*, establishing it as the leading online resource and community for physical therapy professionals
- Designed and developed *RehabShopper.com*, transforming an internal call center ordering system into a dynamic, database-driven e-commerce platform using ODBC integration
- Launched *PTJobs.com*, a niche job board and recruitment hub connecting physical therapy professionals with employers nationwide
- Created and maintained individual websites for a multi-state network of physical therapy offices, providing consistent branding and localized functionality

1998 – 2001 | Hollywood.com & Broadway.com

Producer & Web Developer

Began as an HTML developer and quickly advanced to Producer, overseeing major digital projects for two high-traffic entertainment platforms. Led the production, design, and development of flagship properties including *Broadway.com*, *MusicSite.com*, and the full redesign of *Hollywood.com*. Collaborated closely with executive leadership to translate vision and business goals into cutting-edge web experiences.

- Served as the primary liaison between executive leadership, creative teams, and developers to align project goals and execution
- Produced comprehensive website schematics, technical outlines, and documentation to guide full lifecycle development
- Managed a cross-functional team of designers and programmers to deliver high-impact digital properties on time and within scope

- Directed all design and front-end development efforts, ensuring visual appeal and functional performance
- Played a key role in strategic planning and creative input across web platforms, working closely with marketing and executive teams
- Successfully launched *Broadway.com* with national television promotion and was instrumental in all phases of *Hollywood.com's* rebranding and platform upgrade

Education & Qualifications:

- Hollywood Hills High School – Hollywood FL
- Sheridan Technical College – Internet Development Degree
- Adobe Software Certifications - 1999 – 2004
- Successful Managers Seminars – 2006 to current
- Numerous seminars and advanced education classes for industry trends and development techniques
- Speaker on ADA best practices and why it matters at WordCamp, Washington DC in 2022

References:

I work hard to maintain honest and professional relationships with every employer and individuals in whom I work alongside with.

References are available upon request. I can also provide reference letters upon request.

Examples of Work:

- <https://phcasters.com/>
- <https://assemblysmart.com/>
- <https://boxiparklakenona.com/>
- <https://neota.com/>
- <https://vk9.com/>
- <https://bandrpropertieservices.com/>
- <https://ocean-city.com/>
- <https://www.berrymanproducts.com/>
- <https://studentloans.com/>
- <https://bluefrogplumbing.com/>
- <https://www.steri-clean.com/>
- <https://mopmafia.com/>
- <https://strongtower-roofing.com/>
- <https://www.deepsentinel.com/>
- <https://mrwongschicken.com/>
- <https://tavistockrestaurantcollection.com/>
- <https://ultimatesack.com/>
- <https://newks.com/>

NOTE: I have built some of these sites independently. I was a lead developer with a lot of these sites and not only developed, but directed the development processes. I have many more examples if needed.

In Conclusion:

I became a web developer driven by curiosity, creativity, and a desire to blend technology with real-

world marketing impact. Starting when the internet was still evolving, I've grown with the industry — learning, adapting, and mastering the tools that move businesses forward. I've stayed committed to the craft, and I still take genuine pride in every project I take on.

I specialize in front-end development, project management, complex scope and strategic digital marketing, but what sets me apart is my ability to communicate clearly, lead projects with precision, and turn ideas into results. My approach is grounded in experience, realistic expectations, and a deep respect for my clients and their goals.

I'm here to build more than just websites — I build solutions that drive growth.

If you're looking for someone who brings skill, dedication, and honesty to the table — let's talk.