

Will Schmierer III

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SUMMARY

Engineering leader and operations specialist. Twenty years building things that ship, from Fortune 500 WordPress at \$30M+ scale to autonomous multi-agent systems deployed in production today. Currently running digital operations for a 30-person agency serving 12+ trades clients, building autonomous agent teams that ship client work overnight, and apprenticing as a service plumber through NEFBA. Managed \$30M+ portfolios, led 100+ engineers, and held 96% retention through structured mentorship and career development.

TECHNICAL SKILLS

AI & Agentic Engineering: Claude Code, Claude API, Anthropic SDK, OpenAI API, Autonomous Agent Development, Multi-Agent Orchestration, Prompt Engineering, AI-Assisted Development Workflows, LLM Integration, MCP (Model Context Protocol), API-Driven Automation

Development & Architecture: PHP, JavaScript, TypeScript, React, Next.js, Vue, Python, Node.js, WordPress (Block Themes, REST API, WP-CLI, Full Site Editing), MySQL, GraphQL, Docker, CI/CD (GitHub Actions), Git/GitHub, AWS

Infrastructure & Security: WP Engine, Vercel, Cloudflare, Incident Response, Malware Remediation, Enterprise Platform Security, Apache, Nginx, Redis

Leadership & Delivery: Agile (CSM, CSPO), Enterprise Program Management, Remote Team Leadership, Budget Management, Release Planning, DevOps, ClickUp, GoHighLevel, Atlassian Suite, Azure DevOps

PROFESSIONAL COMPETENCIES

Strategic Leadership: Enterprise Project Delivery, Technical Strategy Development, Cross-functional Team Leadership, Digital Transformation, Process Optimization, Data-Driven Decision Making, Change Management

Team Development: Remote Team Leadership, Coaching and Mentoring, Performance Management, Talent Acquisition and Onboarding, Technical Team Building, Career Development Planning, Culture Building

Client & Stakeholder Success: Enterprise Client Management, Stakeholder Alignment, Requirements Gathering, Business Development, Solutions Architecture

Trade & Business Operations: Field Service Support, Marketing Strategy Execution, Project Coordination, Permit Management, Service Menu Structuring, Google LSA Optimization

PROFESSIONAL EXPERIENCE

Digital Project and Operations Specialist

Aug 2025 - Present

Marketing Agency for the Trades - Charlotte, NC (Remote)

Lead operational execution for a 30-person marketing agency serving 12+ active plumbing and trades clients across WordPress. Manage the Website Development team, coordinate cross-departmental workflows, and own the systems connecting sales, onboarding, delivery, and renewals.

- Led enterprise-scale security incident response across 314 WordPress production environments, identifying active threats (web shells, credential stealers, payment card skimmers) that Sucuri and WP Engine's own security teams missed. Purged 254 compromised accounts across 138 environments and remediated all infected sites with confirmed data theft
- Absorbed responsibilities of 5 departed team members (2 developers, 1 project manager, 2 GHM specialists) while maintaining full client delivery across 12+ accounts, operating across engineering, project management, and operations simultaneously
- Transformed WordPress development department from chaotic to controlled by implementing AI-assisted workflows, standardized processes, and quality gates. Own end-to-end client lifecycle operations including onboarding, contract renewals, extensions, and offboarding through systems built in GoHighLevel (CRM) and ClickUp

Service and Commercial Plumber (NEFBA Apprentice)

Jan 2025 - Present

The Greatful Plumber - Jacksonville, FL

Hybrid role combining field service support with marketing, operations, and business strategy for a growing plumbing company. Contribute across departments while developing hands-on skills through the NEFBA Apprenticeship Program.

- Support residential and commercial plumbing projects through field service, job prep, and apprenticeship training. Provide hands-on assistance with fixture replacements, water heater installs, drain diagnostics, and septic-to-sewer conversions
- Lead internal marketing systems and business development through SEO, Google LSA, email campaigns, social media, AI voice agent integration, and customer review generation. Build and manage service menus, pricing structures, and workflow documentation
- Assist with project coordination, permitting, and inspection prep on large-scale jobs. Use Housecall Pro and ServiceTitan to connect field operations with backend systems. Actively building toward licensure and long-term entrepreneurial leadership in the plumbing industry

Founder, Technical Lead & Leadership Consultant

Feb 2021 - Present

Lovable Gazelle - Jacksonville, FL (Remote)

Digital agency for the trades industry, built on AI-assisted delivery and modern WordPress development (block themes, custom plugins, Full Site Editing). Also serves as a strategic leadership consultancy for technical team transformations.

- Built and deployed autonomous multi-agent team (5 specialized agents) that ships production client deliverables without human intervention. One agent autonomously produced an entire client website overnight (18 block patterns, 23 page templates, 10 commits)
- Designed and built OpenClaw, an autonomous multi-agent orchestration system with specialized agents handling research, content generation, site audits, and operational tasks running on Claude API with structured configs and memory systems
- Developed production AI workflows using Claude Code for full-stack WordPress development, automated site audits, and client delivery. Built custom slash commands, plugin systems, and MCP integrations that compress multi-day projects into hours

Engineering Manager

Jun 2014 - May 2021

WebDevStudios - Jacksonville, FL (Remote)

Enterprise program leader managing \$30M+ portfolio of Fortune 500 WordPress digital platforms while directing global engineering teams and driving client success through technical excellence and strategic delivery.

- Led 100+ engineers across multiple time zones over seven years, conducting regular 1:1s, driving career development, and building mentorship frameworks that achieved 96% retention and promoted 15 engineers to senior and lead roles
- Led enterprise program management overseeing 15 concurrent WordPress platforms (\$500K-\$8M each) for Fortune 500 clients including Microsoft and NBA League, achieving 100% on-time, on-budget delivery
- Established enterprise client management strategy bridging technical delivery, stakeholder communication, and business objectives, reducing escalations by 95% and securing 20+ contract renewals totaling \$10M+ annually
- Transformed project delivery methodology through implementation of standardized agile practices, quality gates, and technical governance, resulting in consistent code quality and 40% faster deployment cycles across all client projects

EDUCATION

Southern New Hampshire University

Expected May 2027

Master of Business Administration

University of Miami

Bachelor of Architecture

2001 - 2005

COMMUNITY

Founder, Survivor Science (2022 - Present)

Founded Survivor Science in 2022, a 50+ member community for stroke and chronic illness survivors, coordinating multi-channel content delivery, podcast collaborations, and peer support.

WordPress Ecosystem

Active in the WordPress community since 2008. Regular WordCamp attendee and contributor to the WordPress ecosystem for 18 years.

Leadership Coaching & Development

Coached 35+ technical professionals into effective project leaders and managers through structured programs focused on agile methodologies, stakeholder management, and distributed team leadership. Achieved 100% retention and 5 senior role promotions.