

Robert Conklin

Digital Developer • Full-Stack Engineer

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EXPERIENCE

StyleBlueprint — *Digital Developer*

May 2021 - PRESENT

Modernized StyleBlueprint's entire digital ecosystem, blending product thinking with full-stack engineering to improve performance, scalability, and workflow automation.

- Re-architected publishing systems and templates, increasing pages-per-session by 88% and stabilizing organic traffic during industry-wide volatility.
- Consolidated fragmented platforms into a unified, maintainable stack—reducing operational overhead and enabling cross-department workflows (editorial, sales, ops).
- Automated legacy processes and integrated custom data pipelines, cutting recurring tasks from 45 minutes to 5, saving staff thousands of hours per year.
- Led performance and Core Web Vitals initiatives that improved SEO, load speed, and advertiser KPIs.
- Helped drive product strategy and deliver high-impact updates across a large-scale content platform with 300k+ monthly users.

Killer Burger — *Freelance Design & Toolkit Development*

May 2023 - Feb 2025

Unified brand assets, improved operational workflows, and managed core digital properties for a 20+ location franchise.

- Built a centralized digital operations toolkit used across franchises for collateral, asset management, and staff communication.
- Designed and maintained core customer-facing pages for killerburger.com, improving UX clarity, customer feedback loops, and brand consistency.
- Created a reusable design system, accelerating franchise expansion and reducing design bottlenecks.
- Standardized operational and marketing workflows through digital templates and a multi-team asset library.

EDUCATION

Bowling Green State University — *Bachelor of Arts | Visual Communication Technology*

2013 - 2017

TECHNICAL SKILLS

Core Engineering

PHP, JavaScript, Node.js, React, WordPress REST API, MySQL, BigQuery, Firebase, GCP, Tailwind, CSS Architecture, API Integrations, CI/CD, GitHub Actions, Docker

Product & Data

GA4, GTM, Data Pipelines, Automation (Apps Script, n8n), A/B Testing, UX Optimization, Performance Engineering, SEO Strategy

Tooling & Design

Adobe CC Suite, Component Systems, Asset Pipelines

Ryman Hospitality Properties — *E-commerce Content Coordinator*

February 2019 - May 2021

Led digital operations across multiple hospitality and entertainment brands, focusing on conversion optimization, analytics, and workflow automation.

- Optimized purchase flows, boosting conversions 4× and contributing to 101% YoY e-commerce revenue growth.
- Developed custom GTM tracking, events, and BigQuery dashboards used by management for real-time decision-making.
- Automated month-long workflows into single-day tasks, saving hundreds of labor hours.
- Managed and maintained five high-traffic brand websites, ensuring consistent performance and uptime.
- Directed product and lifestyle photo shoots to enhance marketing and e-commerce assets.
- PM'd the integration of Amazon storefronts with CMS systems, opening new revenue channels.

Robert Conklin Creative — *Freelance Designer & Developer*

August 2016 - Present

Partnered with global brands and small businesses to elevate their digital presence through design, development, and systems thinking.

- Delivered engineering & design solutions for clients including Google, Cracker Barrel, USPS, Lensball, and growth-stage startups.
- Built fast, modern, maintainable sites using PHP, React, WordPress REST APIs, Tailwind, and custom component libraries.
- Designed efficient publishing workflows and backend tooling that reduced operational costs and improved reliability.

88.1 WBGU-FM — *Creative Manager*

January 2015 - December 2017

Directed the creative and digital strategy for BGSU's radio station during its 70th anniversary.

- Led a complete station rebrand, increasing memberships by 300% and expanding digital reach.
- Designed and developed a modern website with event systems, audio streaming, and editorial content.
- Earned a BEA Honorable Mention for Station of the Year.