

Kevin Champlin

SENIOR FULL-STACK ENGINEER · WORDPRESS / WOOCOMMERCE · APPLIED-AI SPECIALTY

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PROFESSIONAL SUMMARY

Senior Full-Stack Engineer with **20+ years** architecting, building, and shipping production web platforms for Fortune 100/500, regulated-industry, and high-growth clients. Deep WordPress / WooCommerce / PHP roots paired with a self-funded applied-AI portfolio through **Champlin Enterprises, LLC**. The combination is the differentiator: senior engineering judgment that knows where production breaks, plus hands-on applied-AI experience that most senior full-stack engineers don't yet have.

Most recent engagement: WordPress modernization contract at **Levi Strauss & Co. via Xebia**, February – May 31, 2026. Available **June 1, 2026**.

KEY SKILLS

Languages	PHP 8.x · TypeScript / JavaScript · Python · SQL · Working: Swift / SwiftUI · Kotlin / Compose · C# / .NET
WordPress · WooCommerce	Custom themes & plugins · Multisite networks · Gutenberg blocks · ACF · REST API integrations · headless WordPress · WooCommerce checkout / subscription / payment-gateway customization · performance & caching · legacy-code modernization
Full-Stack Web	Next.js / React · Laravel 11 / Livewire / Reverb · Node / Bun · Tailwind · responsive UI · WCAG accessibility
Applied AI / LLM	Anthropic Claude API (custom Guzzle wrapper) · OpenAI GPT-4/5 · Gemini · RAG + embeddings + vector search · agentic toolchains · evals · prompt caching · cost / latency / safety guardrails · kill-switch + budget patterns
SEO & LLM Discoverability	Technical SEO · schema.org structured data · JSON-LD · sitemap strategy · Core Web Vitals · llms.txt / llms-full.txt for answer-engine optimization
Data & Infrastructure	MySQL 8 · PostgreSQL · SQLite · Redis · queues · cron · AWS · Vercel · Plesk · WP Engine · Pantheon · Cloudflare · Mailgun / Resend · DNS / SPF / DKIM / DMARC
DevOps	Git · GitHub Actions (CI/CD) · Composer · Docker · rsync deploys · blue/green · observability · automated migrations · opcache management
Product & Process	Scope estimation · technical communication with non-technical stakeholders · leading dev cycles end-to-end · hourly billing · change-management for regulated / compliance-adjacent clients

PROFESSIONAL EXPERIENCE

Senior Full-Stack WordPress Engineer · Contract via Xebia

FEB 2026 – MAY 2026

Levi Strauss & Co.

Engaged through Xebia to modernize WordPress templates across Levi Strauss & Co. web properties.

- Modernized legacy WordPress templates and PHP functions; cleaned up sloppy patterns and unified template structure for long-term maintainability.
- Restored editorial agility by exposing user-facing fields through existing **Advanced Custom Fields (ACF)** — content teams can ship copy, image, and metadata changes without engineering review.
- Layered on technical SEO (structured data, schema markup, semantic HTML, sitemap hygiene).
- Added **LLM / answer-engine discoverability** (llms.txt-class metadata, JSON-LD entities) — positioning the Levi's surface for AI-driven search before it becomes the default channel.
- Worked inside an enterprise change-management and review process; shipped through Xebia's delivery pipeline.

Founder · Lead Software Engineer

JUL 2018 – PRESENT

815 Media, LLC — LaSalle, IL

Operating WordPress + full-stack agency serving Fortune 500, regulated-industry, and high-growth clients.

Selected clients: Mark Anthony Group (White Claw, Mike's Hard Lemonade) · Wells Fargo (internal agent portal) · Global Medical Response Learning · Mendota Mutual Insurance Company · Bureau County Clerk · Cedar Creek Ranch.

- Architected and shipped custom WordPress themes and plugins for high-traffic Multisite networks — custom auth flows, role management, unified navigation across properties.
- Built a custom REST API integrating WordPress with a third-party CRM, significantly improving data accuracy and streamlining client data management.
- Engineered a custom WooCommerce plugin that drove a **35% increase in online sales** and improved customer satisfaction.
- Integrated WooCommerce into existing WordPress sites, streamlining checkout and **reducing cart abandonment by 20%**.
- Spearheaded redevelopment of a major travel agency's WordPress platform, **reducing page load times by 50%** and lifting organic search and engagement.
- Reduced page load times by **30%** across multiple client sites via performance audits, caching strategy, and database optimization.
- Authored custom Gutenberg blocks, giving non-technical clients an intuitive content-creation surface; managed hosting, DNS, CDN, cloud environments, and backups across the portfolio.

Founder

2026 – PRESENT

Champlin Enterprises, LLC — Gurnee, IL

New venture housing a self-funded portfolio of production applied-AI systems built in parallel with client work. All publicly verifiable:

- **Vantage AI** — Laravel + Anthropic Claude API. Three-model ensemble (momentum, mean-reversion, sentiment) for equity market analysis with adaptive daily self-tuning. vantage.champlinenterprises.com
- **Diamond AI** — PHP + MLB Stats API + auto-learning pipeline for MLB outcome prediction. Hourly auto-grading; overnight tuning loop. diamond.champlinenterprises.com
- **The AI Tax** — PHP / MySQL / LLM extraction / Chart.js. Daily-updated public dataset tracking 109,000+ people impacted across 40+ AI-driven layoff events.
- **AI Showcase** — Laravel 11 + Livewire 3 + Reverb + Anthropic API with live cost telemetry and per-visitor budget gating. ai.kevinchamplin.com
- **Claude Skills (OSS)** — Six MIT-licensed Claude Code skills. github.com/Kevinchamplin/claude-skills
- **BridgeCare OS** — Multi-tenant homecare SaaS (Laravel + Tailwind + Compose Multiplatform mobile) with applied-AI documentation assistance.

Software / Web Developer

JAN 2018 - JUN 2018

CNC Web Solutions — Oglesby, IL

- Built and customized WordPress themes and plugins (standalone and child themes); developed custom Gutenberg and ACF blocks for marketing and design teams.
- Built websites from fully designed GUI comps with cross-device compatibility. Stack: PHP, MySQL, HTML5, CSS3, jQuery.

Programmer • DBA • Systems Administrator

2010 - 2018

Illinois Valley Community College — Oglesby, IL

- Developed PHP-based internal systems backed by SQL Server for reporting and analytics; built automated dashboards with SSRS and BI tools.
- Led the responsive redesign of the college's public website, improving accessibility and mobile usability.

Web Developer II

2008 - 2010

Progressive Impressions International — Bloomington, IL

- Delivered SaaS platform features for major financial-services clients under strict security requirements.
- Built a custom web app for Ad Operations (PHP / MySQL / WordPress) to visualize and segment website analytics; developed multiple WordPress themes and a custom ACF-driven page builder.

Web Developer

2002 - 2008

LKCS — Peru, IL

- Built database-driven financial-services websites and internal tools in PHP and Classic ASP; designed bespoke MySQL schemas per client.
- Implemented open-source CMS and e-commerce platforms (WordPress, Joomla, Magento). Improved performance with SQL optimization; introduced team coding standards.

EDUCATION

Associate's Degree, Computer Programming — Illinois Valley Community College, Oglesby, IL

AVAILABILITY

Available **June 1, 2026** for W2, W2 contract, contract-to-hire, or 1099 / C2C via Champlin Enterprises, LLC. Based in Gurnee, IL (Chicago metro). Open to fully remote (U.S.) or onsite in Chicago metro. U.S. citizen; no sponsorship required.