

MICHAEL HISCOCK

Front-End Developer · WordPress · Measurement

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PROFILE

Front-end developer with 10+ years shipping production sites and apps. I build fast, accessible interfaces — WordPress, WooCommerce, React and Next.js — and wire measurement in from the first commit: GA4, GTM, Search Console, Core Web Vitals. Comfortable owning the path from design system and component architecture through SEO, analytics taxonomies, and bilingual EN/FR launches.

EXPERIENCE

Front-End Developer

2018 — Present

MTY Group · Montreal

- Own front-end delivery for brand and franchise properties: WordPress themes, Elementor builds, custom templates, WooCommerce storefronts, forms, and high-traffic promotional sections.
- Operate a WordPress Multisite hub (WPMU) with 120+ environments — launches, updates, access, and shared theme/plugin architecture across brands.
- Manage MTY Group DNS for site launches and integrations: A, AAAA, CNAME, MX, TXT, SPF, DKIM, and DMARC records for web and email cutovers.
- Develop custom WordPress plugins for brand-specific features. Track and close work in Asana and Zendesk from request through verification.
- Instrument sites with GA4 event taxonomies, GTM containers, data layers, and Search Console so marketing works from measured funnels.
- Harden WordPress / WooCommerce stacks and ship bilingual EN/FR experiences; partner on SEO audits, structured data, and conversion paths.

Full-Stack Developer

2016 — 2021

Reaction Media Inc · Montreal

- Built and delivered full-stack marketing sites for SMBs — brief and IA through WordPress / custom front-end, SEO, and handoff.
- Owned projects end to end: scope, timelines, client communication, and post-launch iteration.
- Designed and implemented custom WordPress themes and landing pages focused on clarity, speed, and lead generation.

Graphic & Web Designer / WordPress Developer

2014 — 2016

411 Biz

- Designed and developed client websites in WordPress; produced print and digital assets; supported customer-facing delivery.

Designer

2012 — 2014

Montreal Special Needs Foundation

- Graphic and web design, print production, and customer service supporting foundation communications.

SELECTED WORK

Case studies and live links — michaelhiscock.com/work

- Thai Express (thaiexpress.ca) — Promotional and menu sections for a national QSR franchise. GTM structure, GA4 taxonomy, marketing dashboards. EN/FR. WordPress + GA4/GTM.

- Next Entertainment — Marketing site rebuilt around booking conversion. Dark visual system, inquiry path, GA4 + GTM from launch. Design, development, SEO.
- LedgerMind — Conversational Canadian accounting assistant (books, GST/HST/QST, payroll). Bilingual. Next.js, React, Tailwind.
- SalesMind — Conversational sales workspace (deals, forecast, documents). Session demo, EN/FR. Next.js / React.
- RevoTax — Client-side Quebec tax assistant (TP-1 / T1). Privacy-first: localStorage only, no server. React / Next.
- JM Décor — bilingual marketing and conversion site with measurement from launch.

S K I L L S

Front-end

React · TypeScript · Next.js · Tailwind CSS · HTML5 · CSS · JavaScript · PHP

CMS & commerce

WordPress · Multisite / WPMU · Elementor · Custom plugins · WooCommerce · EN/FR

Measurement

GA4 · Google Tag Manager · Search Console · Looker Studio · Event taxonomies

Performance & SEO

Core Web Vitals · Lighthouse · Technical on-page SEO · Structured data · Audits

Design

Figma · Design systems · UI / UX · Illustrator · Photoshop

Practice

DNS (A, AAAA, CNAME, MX, TXT, SPF, DKIM, DMARC) · Asana · Zendesk · WP security

E D U C A T I O N

DEC — Graphic & Web Design

2011 — 2014

Vanier College

High School Diploma

2007 — 2011

Westmount High School