BRANDON HUBBARD

Systems & Edge Architect building high-performance Cloudflare Workers, Astro interfaces, on-device AI workflows, and Pure Rust tooling — backed by 20+ years of enterprise web engineering, performance optimization, and CTO leadership.

TENURE

20+ Years

Web, Edge & Systems Engineering

LEADERSHIP

CTO & Manager

Built & scaled in-house teams

DELIVERY

200+ Sites

Enterprise & B2B platforms

PERFORMANCE

15s → <3s

Measured Core Web Vitals gains

SECTION 01 // TECHNICAL ARCHITECTURE

Core Capabilities

Modern edge, AI, and Rust systems combined with deep enterprise CMS and infrastructure roots.

01 // EDGE & WEB

Edge & Frontend Architecture

- Cloudflare Workers, D1, R2, KV & Durable Objects
- Astro, TypeScript, Vite+ & Modern CSS Systems
- Core Web Vitals Optimization (LCP / INP / CLS)
- Zero-JS-First Static & Edge SSR Pipelines

02 // AI & RUST SYSTEMS

On-Device AI & Rust Tooling

- Pure Rust CLIs, WASM/FFI & Media Pipelines
- Chrome Built-in AI (Gemini Nano) & Edge Inference
- Deterministic Verification & Micro-Agent Tooling
- Automated ETL, Telemetry & High-Throughput Workflows

03 // ENTERPRISE & CTO

Enterprise WordPress & Leadership

- 20+ Years Engineering & Technical Leadership (CTO)
- Custom Plugins, Gutenberg, WooCommerce B2B Portals
- WordPress Coding Standards, Security & GDPR Compliance
- ERP/CRM Integrations (ConnectWise, HubSpot, Acumatica)

SECTION 02 // CAREER HISTORY

Experience

Engineering, architecture, and technical leadership across enterprise, agency, and hosting platforms.

01 **MITRE**

NOV 2022 – PRESENT

Full-Stack WordPress Developer

- Executed a full audit of mitre-engenuity.org and its custom DIVI child-theme within the first 2 months, reducing average load times from 15 seconds to under 3 seconds.
- Hardened site security and maintainability by aligning the codebase with WordPress Coding Standards.
- Engineered custom plugins integrating Osano for GDPR compliance and Pendo for product analytics and tracking.

STACK:

`WordPress` `Gutenberg` `DIVI` `HTML5/CSS3` `Git / GitHub / GitLab` `Kinsta` `Osano` `Pendo` `GA4 & Search Console` `Figma` `Jira / Confluence`

02 **Appward**

JAN 2022 – SEP 2022

Web Developer Manager

- Partnered with the Marketing Team and an external agency to establish a cohesive custom brand identity.
- Architected and launched a WordPress marketing website fully aligned with the new brand system.
- Built a custom icon font library for unified visual integration across both the marketing site and core software platform.
- Delivered structured QA and engineering feedback for platform feature requests and defect resolution.

STACK:

`WordPress` `WP Engine` `HTML5/CSS3` `Bootstrap` `.NET` `Git / GitHub` `Adobe XD` `Monday` `Slack`

03

Access Networks

Web Developer Manager

FEB 2019 — JAN 2022

- Rebuilt the primary corporate WordPress website, achieving more than a 2× improvement in site performance.
- Developed and maintained a custom ConnectWise Manage integration, streamlining internal workflows and operational efficiency.
- Recruited and led a development team to build a WordPress/WooCommerce B2B portal, enabling full online ordering and real-time customer visibility.

STACK:

WordPress | WooCommerce | Cloudflare | Node.js | Google Cloud Functions | Google Pub/Sub | Amazon S3 | ConnectWise | Acumatica | HubSpot | TaxJar | WP Engine | Git / GitHub

04 **imFORZA**

JAN 2012 — FEB 2019

Chief Technology Officer (CTO)

- Joined as first developer; built and led the in-house engineering team, establishing Git workflows and WordPress Coding Standards.
- Personally contributed to shipping 200+ custom and template WordPress websites.
- Launched Managed WordPress Hosting, turning a $5K/year loss into $3K/month in recurring revenue across 300+ hosted websites.
- Partnered with IDX Broker to generate $3K+/month in additional recurring revenue.
- Built a custom client portal for domain management, billing, and Zendesk-backed support operations.

STACK:

`WordPress` `Cloudflare` `WP Engine` `HTML5/CSS3` `Bootstrap` `IDX Broker` `HubSpot` `PostmarkApp` `Zendesk` `GA4 & Search Console` `Git / GitHub`

05 **(mt) Media Temple** (mediatemple.net)

Product Owner

OCT 2007 — MAR 2011

- First technical support agent to reach and sustain an average of 100 customer calls per day.
- Authored 200+ Knowledge Base articles alongside copy for the marketing website and customer AccountCenter.
- Collaborated with engineering to redesign the custom ticketing platform, reducing average call times by up to 50% while maintaining high customer satisfaction.
- Managed incident communications on the company status blog and built a custom Community Wiki for the (ve) product launch.

STACK:

Agile | WordPress | MediaWiki | Interspire | CentOS | Jira / Confluence | Jenkins | Git / SVN

SECTION 03 // ACADEMIC FOUNDATION

Education

California State University, Northridge

2003 — 2005

Undergraduate Studies

Los Angeles Pierce College

2001 — 2003

Associate of Arts

