

Jacob Cain

Developer & Engineer

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SUMMARY

Digital systems engineer with 9 years building websites, applications, and operational tooling for high-volume businesses. Owns the software, web infrastructure, and analytics engineering layer for a 66-rooftop dealer group. Founded and scaled an e-commerce brand to nearly \$10M in lifetime sales. Combines application development, technical SEO, GA4/GTM analytics engineering, and AI-assisted workflows to build systems that hold up in production.

SKILLS

Languages: JavaScript, TypeScript, PHP, Python, HTML, CSS, Liquid

Frameworks & Libraries: React, Next.js, Node.js

Development Practices: Git, GitHub, Codespaces, Pull Requests, Code Review, Semantic Versioning, Technical Documentation

Platforms & CMS: WordPress, Shopify, Webflow, Squarespace, Dealer.com

Analytics & Tracking: GA4, Google Tag Manager, Search Console, Event Tracking, Data Layer, Conversion Tracking, ASC Standards

SEO & GEO: Technical SEO, Schema Markup, Site Architecture, Page Speed, Crawlability, Indexing

Automation & Integrations: REST APIs, Webhooks, Data Pipelines, CRM & Marketing Integrations, QA Workflows

AI-Assisted Delivery: Claude Code, Claude API, Agentic Workflows, Prompt Engineering

EXPERIENCE

Digital Systems Engineer

Jeff Wyler Automotive Family - Corporate | Milford, OH | August 2026 - Present

- Stack: TypeScript, JavaScript, React/Next.js, Node.js, GA4/GTM, GitHub, Codespaces
- Own the systems and engineering layer across a 66-rooftop dealer group, covering application development, web infrastructure, analytics engineering, and automation, setting technical direction while the website team executes.
- Design and build internal applications, owning the full development lifecycle across Git version control, cloud development environments, pull requests, code review, versioned releases, and deployment.
- Architect the network analytics and tracking stack, including ASC-compliant event tracking, data layer standards, and conversion instrumentation that connect site behavior to marketing and sales outcomes.
- Build automated reporting systems and data pipelines that replace manual reporting workflows and reduce reliance on third-party data platforms.
- Own data integrity across inventory and OEM/DMS feed integrations, auditing feed accuracy against source systems and live site output.
- Lead AI adoption across the marketing department, building internal tools, running small-group training, and implementing AI-assisted workflows that speed up analysis, QA, and execution.

Lead Website Specialist

Jeff Wyler Automotive Family - Corporate | Milford, OH | October 2025 - August 2026

- Owned technical performance and digital consistency across 66 dealership websites, supporting search visibility, UX, and conversion.
- Implemented front-end updates using HTML, CSS, and JavaScript to improve layout, responsiveness, and user flow across dealer platform templates.

- Diagnosed and resolved technical SEO/GEO and site architecture issues affecting indexability, page structure, discoverability, and lead generation.
- Managed analytics and tracking infrastructure, GA4, GTM, Search Console, and custom event tracking, wiring up the data layer and conversion events that connect site behavior to marketing performance.
- Coordinated with internal teams, vendors, and platform partners on tools, audits, fixes, and launches.

Web Developer & Consultant

Freelance | Cincinnati, OH / Remote | September 2018 - Present (Part-time)

- Stack: Next.js, React, TypeScript, WordPress/PHP, Shopify Liquid, Supabase, HTML, CSS
- Independent web development and consulting for businesses across Shopify, WordPress, Next.js, and other CMS platforms.
- Build and improve sites using JavaScript, TypeScript, React, Next.js, PHP, and Liquid to improve performance, usability, and overall site experience.
- Diagnose and resolve technical issues across site structure, tracking, and integrations to support better performance and reliability.
- Support analytics setup, API integrations, and marketing tools to ensure accurate data, smoother workflows, and scalable site operations.
- Use AI-assisted and agentic development workflows to accelerate debugging, implementation, and iteration.

Founder & E-Commerce Director

Sole By Style | Covington, KY | September 2018 - May 2026

- Founded and scaled a Shopify-based retail brand to nearly \$10M in lifetime sales, reaching \$2.1M in peak annual revenue and 25,000+ orders.
- Owned website development and strategy, POS, CRM, SEO, product merchandising, UX/UI, and online-to-store customer experience end to end.
- Built email automations, campaign flows, and performance tracking that improved retention, repeat purchases, and launch execution.
- Directed creative, photography, paid media, and site optimization to strengthen conversion, merchandising, and brand presentation.

Technical Support Specialist (Level I & II)

Clubessential | Blue Ash, OH | July 2017 - September 2018

- Supported web, CRM, and mobile platform clients across hospitality and private club environments, building front-end customizations in HTML, CSS, and XML and partnering with developers to resolve layout, integration, and email issues.

EDUCATION

University of Cincinnati - Carl H. Lindner College of Business

Bachelor of Business Administration (B.B.A.), Information Systems; Minor in Finance | 2017 | Dean's List

University of Cincinnati - Center for Business Analytics

Generative AI in Business: Applications, Challenges, Ethics & Governance | February 2026 | 16 CE Hours