

# Jacob Cain

Web Engineer · Systems Builder · AI-Native

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Developer, engineer, and digital systems builder with 8+ years of hands-on experience across websites, platforms, and operational tools for high-volume businesses. Founded and scaled a \$2.1M e-commerce brand, I know what it takes to build technology that runs a business. Combines front-end development, SEO/GEO, analytics, and AI-native workflows to move fast and get it right.

## CORE SKILLS

### Web Development

HTML, CSS, JavaScript, Liquid, Next.js, React, Responsive Design, UX/UI refinement

### Analytics & Reporting

GA4, Search Console, Looker Studio, conversion tracking, performance reporting

### Platforms & CMS

WordPress, Shopify, Squarespace, BigCommerce, Storyblok, AEM, Dealer.com

### Automation & Integrations

API integrations, GTM, CRM/marketing tools, data pipelines, QA workflows

### SEO/GEO

Indexing, schema markup, site architecture, page-speed, crawlability & discoverability

### AI-Assisted Delivery

VS Code, Claude Code, agentic workflows, research, prototyping, debugging, documentation, implementation

## EXPERIENCE

### Lead Website Specialist | Jeff Wyler Automotive Family — Corporate *Milford, OH* · Oct 2025 – Present

- Oversee technical performance and digital consistency across 66 dealership websites, supporting search visibility, UX, and conversion goals.
- Implement front-end updates using HTML, CSS, and JavaScript to improve layout, responsiveness, and user flow across dealer platform templates.
- Diagnose and resolve technical SEO, GEO and site architecture issues affecting indexability, page structure, discoverability, and lead generation.
- Build reporting frameworks and analytics views that connect website health, traffic trends, and marketing outcomes for internal stakeholders.
- Coordinate with internal teams, vendors, and platform partners on audits, fixes, and launches.
- Apply AI-assisted workflows using VS Code and Claude Code to accelerate technical analysis, documentation, QA, and solution development at scale.

### Web Developer & Systems Architect | Freelance *Cincinnati, OH / Remote* · Sept 2018 – Present (Part-time)

- Design, build, and improve websites across Shopify, WordPress, and other CMS platforms for retail, service, and e-commerce clients.
- Implement using HTML, CSS, JavaScript, React, Next.js 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 without sacrificing quality.

**Founder & E-Commerce Director** | Sole By Style *Covington, KY* · Sept 2018 – May 2026

- Founded and grew a Shopify-based retail brand to \$2.1M in annual revenue and 25,000+ orders
- Building and managing digital systems along with day-to-day business operations.
- Owned website 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* · Jul 2017 – Sept 2018

- Supported web, CRM, and mobile platform clients across hospitality and private club environments.
- Customized front-end components using HTML, CSS, and XML while troubleshooting layout, integration, and email issues.
- Partnered with developers and account teams to deliver fast, tailored fixes and improve client satisfaction.

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**SELECTED TECHNICAL VALUE**

- Blend front-end development, SEO/GEO, analytics, and operations, effective in environments where technical and marketing work must move together.
- Diagnose and improve website performance, structure, and tracking across platforms, with focus on visibility, usability, and conversion outcomes.
- Build internal tools, workflow documentation, QA systems, and versioned release structures for ongoing digital projects.
- Leverage AI-assisted and agentic development tools, using VS Code with Claude Code, to compress timelines on research, prototyping, debugging, and implementation planning.
- Turns unclear problems into structured, actionable solutions, getting updates out cleanly and consistently.

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**EDUCATION**

**University of Cincinnati — Carl H. Lindner College of Business**

B.B.A. in Information Systems · Minor in Finance · 2017 · Dean's List

**University of Cincinnati — Center for Business Analytics**

Generative AI in Business: Applications, Challenges, Ethics, & Governance · Feb 2026 · 14 CE Hours