

Jacob Cain

Web Developer & Engineer · Digital Systems Builder · AI-Accelerated Delivery

Cincinnati, OH · jacobcain.me · linkedin.com/in/jacob-r-cain · jacobcaindevelopment@gmail.com · (513) 206-3762

Developer, engineer, and digital systems builder with 8+ years of experience shipping websites, platforms, and operational tools for high-volume businesses. Blends front-end development, technical SEO, analytics, and AI-assisted workflows to move fast and deliver measurable results. Known for turning vague problems into structured solutions.

CORE SKILLS

Web Development

HTML, CSS, JavaScript, Liquid, Node.js, 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

Technical SEO

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

AI-Assisted Delivery

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 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, launches, and structured digital initiatives.
- Apply AI-assisted workflows — including 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 front-end updates using HTML, CSS, JavaScript, 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 approximately \$2.1M in annual revenue, managing digital systems and 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.

SELECTED TECHNICAL VALUE

- Blend front-end development, SEO, 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 — including Claude Code — to compress timelines on research, prototyping, debugging, and implementation planning.
- Known for turning unclear problems into structured, shippable solutions — and getting updates out cleanly and consistently.

EDUCATION

University of Cincinnati — Carl H. Lindner College of Business

B.B.A. in Information Systems · Minor in Finance · 2017 · Dean's List (3 semesters)