

MATTHEW DE NERO

Founder & Web Developer, ByDeNero

Websites built around people, business goals, and long-term value.

BYDENERO

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PROFILE

A Developer Who Understands the Business Behind the Website

I build and improve WordPress websites for businesses and agencies that need dependable development, clear communication, and someone who understands both the technical work and the business behind it.

My background combines hands-on web development with more than a decade in sales, client service, and business development. That wider view helps me understand what a website needs to accomplish, who it needs to serve, and how to keep the project moving.

WHAT I BRING

WordPress development

Agency collaboration

Client communication

Business perspective

CAPABILITIES

What I Can Help With

Custom WordPress Builds

Custom themes, ACF-powered content, responsive front-end work, and editable business settings.

Rebuilds & Cleanup

Practical help for outdated, fragile, or hard-to-manage websites that need a better structure.

Agency Support

Overflow development for agencies working with WordPress, ACF, Elementor, templates, and landing pages.

Performance

Faster pages, self-hosted assets, cleaner loading, and fewer unnecessary scripts and dependencies.

Accessibility

WCAG-conscious improvements, responsive testing, and usability considered throughout the work.

Launch & Support

Help with staging, migrations, hosting, DNS, deployment, maintenance, and ongoing updates.

PROOF

Selected Results

98-99

Desktop performance

100

Accessibility score

100

SEO score

100

Best practices score

EXPERIENCE

Selected Professional Experience

ByDeNero | Founder & Web Developer

February 2025 - Present

- Build, launch, and maintain custom WordPress websites using PHP, JavaScript, ACF Pro, and reusable front-end components.
- Developed a proprietary production framework with custom blocks, centralized business settings, responsive navigation, and editable content systems.
- Created a native AJAX contact system with validation, spam protection, submission tracking, and dashboard management.
- Manage discovery, planning, accessibility, performance, hosting, DNS, migrations, and deployment.

Vibrant Brands | Contract Web Developer

April 2024 - February 2025

- Built and maintained responsive WordPress and Concrete CMS websites for agency clients.
- Developed custom PHP and JavaScript features, integrated ACF Pro, and created editable client-managed content.
- Handled migrations, cPanel, GoDaddy DNS, backups, hosting changes, launches, accessibility, and performance work across agency projects.

General Electric | Digital Technology Intern / Co-op

June 2023 - April 2024

- Built a JavaScript Web Data Connector that integrated enterprise API data with Tableau.
- Developed Python automation and supported API, middleware, Azure, Ubuntu, and WSL work with technical teams.

MetroWall and IQPC | Business Development & Client Leadership

2017 - 2021

- Managed a sales pipeline exceeding \$12 million and generated more than \$430,000 in sponsorship and registration revenue.
- Created proposals and presentations for executives, agencies, and Fortune 500 clients while managing long-term relationships and sales teams.

TOOLS & BACKGROUND

Technical Skills and Education

TECHNICAL CAPABILITIES

- HTML, CSS, JavaScript, PHP, responsive design, Flexbox, CSS Grid
- WordPress, custom themes, ACF Pro, custom blocks, plugin development, Elementor, Concrete CMS
- WCAG-conscious development, Lighthouse, WebP optimization, caching, technical SEO
- Git, GitHub, VS Code, LocalWP, cPanel, phpMyAdmin, MySQL, DNS, staging and production deployments
- REST APIs, Python, WSL, Adobe Photoshop, Illustrator, Microsoft 365, ChatGPT, Claude, Gemini

EDUCATION & TRAINING

University of Mount Saint Vincent

B.A. Business Administration
Minor in Communications

Albany Can Code

Python for Data Analytics
Front End Web Development
JavaScript Fundamentals

Featured speaker and program advocate