JEFF BILBREY

Website Solutions Specialist | Technical SEO | WordPress Site Operations

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SUMMARY

Web developer and site operations lead with 20 years shipping websites and 15 years running WordPress in production. Currently the sole technical owner of 30+ WordPress applications on six servers for two media companies, covering launches, migrations, DNS and SSL, redirects, indexation, performance, and every technical escalation from a 40-person editorial team. Built and still operate a publisher that peaked at 7.5M monthly pageviews, so Search Console, PageSpeed, and server logs are daily tools. Comfortable on a call with a non-technical owner, and I write the runbook afterward.

CORE SKILLS

Technical SEO:	Site migrations, 301 redirect maps, crawlability and indexation control (robots, canonical, noindex), XML sitemaps, Google Search Console, Yoast SEO and structured data, Core Web Vitals, PageSpeed Insights, Lighthouse
Launch & Infrastructure:	DNS, SSL/HTTPS, Cloudflare (WAF, cache and page rules), Cloudways, Apache, Nginx, Varnish, Redis, cron, SSH, WP-CLI, SendGrid, staging and cutover checklists
Development:	HTML, CSS, JavaScript, PHP, WordPress theme and plugin development, must-use plugins, REST APIs, Python, Git and GitHub, CI/CD
Diagnostics & Analytics:	Root-cause analysis under production load, server and access logs, GA4, Search Console, uptime and error monitoring, rollback planning
Working Style:	Customer calls and written explanations for non-technical audiences, SOPs and runbooks, process design, automation of repeat work, mentoring and team leadership

EXPERIENCE

Fletcher Media / CG Digital | Remote **2025 - Present**

Director of Technology

Two sister digital media companies: Dodgers Nation, LA Sports Report, The Big Lead, MotorBiscuit, Bunkers Paradise, SEC Country.

- Sole technical owner of 30+ WordPress applications on six Cloudways servers serving 30M+ monthly views. Responsible for launches, hosting, DNS, SSL, performance, security, and every technical escalation from a 40-person editorial team.
- Own technical SEO across the network: redirect maps, crawl and indexation review in Google Search Console, GA4 and Search Console property structure, and the migration of Dodgers Nation's newsletter audience from Aigeon to beehiiv on a controlled warm-up ramp.
- Primary escalation point for production issues: a pagination redirect rule that collapsed archive crawl paths on The Big Lead, a beta performance plugin flooding cron and skipping scheduled posts on MotorBiscuit, a Cloudflare WAF rule blocking embed publishing, and a cache-key bug where per-recipient tracking parameters bypassed the page cache under newsletter traffic.
- Replaced a manual plugin-update checklist with a daily audit that updates, verifies, and automatically rolls back plugins across 39 applications, with a written report per run.
- Build and deploy shared tooling: an editorial marketplace plugin live on four sites, a multi-tenant newsletter engine, and a monitoring dashboard covering every site by company. Deploys are tag-based with documented rollback.
- Lead calls with owners and editors to turn technical findings into decisions, deliver a monthly technology report to each company, and keep SOPs in the shared repository so fixes become standards.

Fan Driven Media (DetroitSportsNation.com) | Fenton, MI **2010 - Present**

Founder and Technical Lead

- Built Detroit Sports Nation on WordPress from a blank install to a peak of 7.5M monthly pageviews, $45K monthly revenue, and 250K social followers. Own the full stack: hosting, theme and plugin code, ad tech, syndication, and SEO.
- Rebuilt search traffic after three algorithm-driven collapses, each time back above 1M monthly pageviews, by reading Search Console and analytics data first and reshaping content strategy and site structure to match what Google was rewarding.

- Manage the site's search footprint deliberately: index hygiene across a 15-year archive, redirect and canonical strategy, sitemaps and crawl budget, and Yoast SEO standards that every writer follows.
- Built the revenue and distribution stack: Ezoic programmatic ads, Yahoo, SmartNews, and NewsBreak syndication feeds, push notifications, Facebook and Instagram automation, and Cloudflare in front of it all, steered by GA4 and Search Console reporting.
- Automated the editorial workflow (fact and link check, Yoast SEO fields, featured image generation, social scheduling) so a draft reaches scheduled publish in minutes, cutting editorial workload by roughly 70% and supporting a 20-writer team.
- Recruit, onboard, and pay a remote writer team on a per-view model, backed by written editorial standards, a publishing checklist, and an onboarding guide so quality holds without me in every post.

Amrock | Detroit, MI **Nov 2013 - Nov 2022**

Team Lead - IT Operations *Jun 2017 - Nov 2022*

- Guided cross-functional teams of 10+ by leading daily stand-ups and sprint planning, reinforcing IT strategy and operational excellence.
- Led the full SDLC for enterprise application upgrades, optimizing application management and promoting standardized processes.
- Automated CI/CD pipelines, increasing deployment frequency from monthly to over 3x daily.
- Established a Change Advisory Board, reducing change-failure rates from 26% to 14.7% and ensuring audit compliance.
- Enhanced incident response by developing runbooks and on-call rotations, cutting mean time to recovery from roughly three days to under 30 minutes and achieving 99.9% uptime.
- Oversaw IT budgeting and implemented security protocols to ensure robust IT operations.

Application Lifecycle Manager *Aug 2016 - Jun 2017*

- Automated build-and-release pipelines, cutting manual deployment time by 25% and integrating unit-testing gates.
- Developed SDLC dashboards to track lead time, deployment frequency, and defects, fostering data-driven improvements.
- Coordinated application integrations to support seamless enterprise operations.

IT Project Manager *Nov 2013 - Aug 2016*

- Managed development teams through full SDLC on multi-million-dollar projects, delivering 98% of milestones on time and under budget.
- Facilitated Agile best practices and retrospectives to streamline project delivery and promote continuous improvement.

EDUCATION

Ferris State University Computer Information Systems
Macomb Community College Business, Project Management and Marketing Studies

CERTIFICATIONS

Certified SAFe 4 DevOps Practitioner Scaled Agile, Inc., 2018
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