Genevieve Tremblay Lead Web Developer

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PROFILE SUMMARY

- **Lead Web Developer** with **12 years** of experience, leading **6 developers** on client websites at **Huge** after 6 years on magazine brand sites at **Condé Nast**.
- Plans builds on **Contentful**, **WordPress** and **Sanity** with **Next.js** front ends, hosted on **Vercel** and **Netlify** behind **Cloudflare**.
- Known for **large CMS migrations with no search traffic loss**, **multi-brand content models** and **accessibility standards built into the agency's process**, with speed budgets set per template.
- Works with **client marketing and IT leads, strategists, designers and SEO partners**, and writes the technical scope and estimates for new site pitches.
- Hired and coaches **4 of the 6 developers** on the team, runs **weekly code reviews**, and wrote the agency's **launch checklist** for every new site.

TECHNICAL SKILLS

Web Languages:	HTML5, CSS3, JavaScript, TypeScript, PHP
CMS Platforms:	Contentful, WordPress, Sanity, Drupal, Adobe Experience Manager
Frameworks & CSS:	Next.js, React, Astro, Tailwind CSS
SEO & Analytics:	Google Search Console, Google Analytics 4, Google Tag Manager (server-side), Ahrefs, Screaming Frog
Speed & Accessibility Testing:	Lighthouse CI, WebPageTest, SpeedCurve, axe-core, WCAG 2.2 AA
Forms & Marketing Tools:	Salesforce, HubSpot, OneTrust, Optimizely
Hosting & Version Control:	Git, GitHub Actions, Vercel, Netlify, Cloudflare, AWS

EDUCATION

New York University — **B.S. in Integrated Digital Media** — Brooklyn, NY · Sep 2010 to May 2014

WORK EXPERIENCE

Huge — **Lead Web Developer** — Brooklyn, NY · Apr 2020 to Present

- Led **6** web developers in rebuilding a hotel group's brand sites on one **Contentful** space with shared content models and a **Next.js** front end, now used by regional editors in 9 countries.
- Planned the SEO side of that migration across **14,000** URLs, with redirect maps, hreflang for 6 languages and crawl comparisons in Screaming Frog before and after launch.
- Made **WCAG 2.2 AA** the build standard for every new client site, with axe-core checks in CI and screen reader tests before launch, cutting issues found in client audits from about 120 per site to **under 15**.
- Brought p75 mobile **LCP** under 2.5 s on **11** of 12 client sites in 2025 by setting image and script budgets per template and moving marketing tags to server-side tagging.
- Moved **20** client sites off a shared agency server onto **Vercel** and **Netlify** projects owned by each client, cutting hosting incidents from 9 in 2021 to 1 in 2024.

Condé Nast — **Senior Web Developer** — New York, NY · Jul 2014 to Mar 2020

- Built responsive article, gallery and recipe templates for **4** magazine brands, tested on the 20 phone and browser pairs that brought in most of their traffic before each release.
- Shipped subscription landing pages with A/B tests on offer copy and price layout, raising paid subscription starts from those pages by **17%**.
- Moved newsletter signup forms to one shared component with events sent through **Google Tag Manager**, taking weekly signups across the brands from 9,000 to **14,500**.