

Wally (Vladic) David III

I am a WordPress Developer, AI & SEO Specialist, and creative problem solver with extensive experience designing, developing, and managing websites that help businesses grow. I combine technical expertise with marketing strategy to build websites that are fast, secure, search-friendly, and optimized for both users and AI-powered search.

From concept to launch, I manage every stage of the web development process, including server configuration, WordPress implementation, custom development, user experience, performance optimization, deployment, and ongoing maintenance. I build websites that not only look professional but are designed to generate leads, improve visibility, and deliver measurable results.

In addition to traditional SEO, I specialize in AI and Agentic Marketing by implementing structured data (Schema.org), AI-ready content, **llms.txt** and **llms-full.txt** files, and technical optimizations that improve visibility across Google Search, AI search engines, and large language models. I integrate websites with Google Search Console, Bing Webmaster Tools, Google Analytics, and other SEO and AI platforms to monitor performance, improve indexing, and maximize online discoverability.

My experience also includes digital marketing, branding, and marketing automation, helping businesses strengthen their online presence through effective design, content strategy, and targeted marketing campaigns.

With a background spanning offset and screen printing, large-format digital printing, online media, and IT, I bring a unique perspective that connects technology, design, and marketing into complete digital solutions.



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🔗 wallydavid.com

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EXPERIENCE

Web Development

Extensive experience developing and managing WordPress websites for businesses and organizations. Skilled in building clean, user-friendly, content-driven websites that focus on performance, usability, and lead generation.

- Install, configure, and customize **WordPress themes, plugins, and databases**
- Build **landing pages** and integrate **lead capture forms** and marketing tools
- Implement **SEO strategies, keyword optimization, and social media integration**
- Maintain **WordPress updates, security**, troubleshooting, and performance **optimization**
- **VisualBakery** or **Elementor** Builders

Web Development & Hosting

Experience managing websites and hosting environments across Linux-based servers.

- Configure and support **Apache, PHP, and MySQL** environments
- Manage hosting through **SSH, cPanel, Plesk. WHM**
- Perform website **migrations**, server **troubleshooting**, and performance **optimization**
- Implement **analytics** and conversion tracking

AI & Agentic Marketing

Experience implementing AI-driven marketing strategies that improve website visibility across traditional search engines and emerging AI platforms.

- Optimize WordPress websites for **search engines** and **AI platforms**
- Create Schema.org **structured data** and **AI-ready website content**
- Develop and maintain **llms.txt** and **llms-full.txt** files
- Integrate Google **Search Console, Webmaster Tools, Analytics**, and **AI visibility tools**
- Improve search **rankings, AI discoverability**, and website **performance**
- **Technical SEO** and **server-side optimization**

Digital Marketing & Automation

Develop and execute online marketing campaigns to drive traffic and generate leads.

- **Build email campaigns** using Mailchimp, Constant Contact, and similar platforms
- Create **targeted campaigns** and **audience segments**
- Track campaign **performance** and optimize based on **results**
- Google **Analytics, Tag Manager and Search Console** use and setup

Graphic Design

Create visual assets for both web and print using Adobe products and other creative tools.

- Design logos, UI graphics, and marketing materials
- Prepare print-ready files with knowledge of CMYK, bleeds, and color separations
- Work within professional print production and PDF workflows

Technical Skills

- Proficient on **Macintosh and Windows platforms**
- Experience in web design, print production, digital media, signage, and screen printing.
- Video & Audio production

Audio & Video

- Proficient with **Final Cut Pro, Motion and Logic**
- Proficiency in equipment setup (microphones, cameras, mixing consoles), and digital networking for streaming or IP-based systems

HIGHLIGHTS

- Developed and launched ****200+ WordPress websites**** across healthcare, manufacturing, government, transportation, nonprofit, and e-commerce industries.
- Manage hosting infrastructure supporting ****140+ active websites****.
- Improve website visibility using technical SEO, structured data, and AI optimization.
- Implement AI-ready website architecture for traditional search engines and emerging AI platforms.
- Build marketing automation and lead-generation systems that deliver measurable business results.

WORK HISTORY

Acorn Marketing

Job Title: **Lead Web & Interactive Developer / Creative Specialist**

Duties: Web Design, Interactive Media, Graphic Design, WordPress Development, E-commerce Development, Server Admin, (AI) Agentic Marketing Automation

Years: 2024 – Present

Contact Info: 128 Columbus Ave., Grand Haven, MI 49417

AcornMktg.com

RCP Marketing

Job Title: **Web & Interactive Developer / Creative Specialist**

Duties: Web Design, Interactive Media, Graphic Design, WordPress Development, E-commerce Development, Server Admin, Marketing Automation

Years: 2013 – 2024

Contact Info: 1756 Lakeshore Drive, Muskegon, MI 49441

rcpmarketing.com

Source One Digital

Job Title: **Creative Specialist / Web Developer / Sports Marketing**

Duties: Web Design, Graphic Design, Large Format Printing

Years: 2003 – 2013

Contact Info: 1756 Lakeshore Drive, Muskegon, MI 49441 www.sourceonedigital.com

Graphics House / GH Imaging

Job Title: **Graphic Designer, Project Coordinator**

Duties: Graphic Design, Web Design, Database Management, Collegiate Sales and Marketing, Large Format Printing, Computer IT Management.

Years: 1998- 2003

Contact Info: 2632 Peck Street Muskegon, MI 49444

www.graphicshouse.net

www.ghimaging.com

Mackellar Associates – Burro Graphics Division

Job Title: **Graphic Designer, Screen Press Operator**

Duties: Graphic Design, Screen Prep, Film Separations, Printing and Production. Years: 1996 – 1998

Contact Info: 11729 Northfield Drive, Rochester Hills, MI 48309 www.mackellarmarketing.com

Advanced Printwear

Job Title: **Graphic Designer, Screen Press Operator**

Duties: Graphic Design, Screen Prep, Film Separations, Printing and Production. Years: 1994 – 1996

Contact Info: 31191 Stephenson Hwy. Madison Heights, MI 48071

(248) 585-7227

Portfolio of Work

Sites that I have designed, launched and manage.

MANUFACTURING / DEALER

<https://terrasupremebattery.com>
<https://melchingdemolition.com>
<https://mightylube.com>
<https://soilsandstructures.com>
<https://bushconcreteproducts.com>
<https://bb-truck.com>
<https://hoekstratransportation.com>
<https://hoekstraequipment.com>
<https://apexlube.com>
<https://www.harborsteel.com>
<https://miautocal.com>
<https://steeltechltd.com>

BUSINESS

<https://getitfromnorms.com>
<https://kitchensbyab.com>
<https://kuerthsdisposal.com>
<https://www.threefiresgolf.com>
<https://portcitymarine.com>
<https://scottharestad.com>
<https://shorelineagency.com>
<https://bulldogseweranddrain.com>
<https://myairquestdealer.com>
<https://mycomfortmakerdealer.com>

MEDICAL / HEALTH

<https://www.gracehealthmi.org>
<https://shoreuppt.com>
<https://smiledentalpartners.com>

GOVERNMENT / NON-PROFIT

<https://econclub.net>
<https://MatsBus.com>
<https://tnempower.org>
<https://discoverycoachingservices.com>
<https://trace-labs.com>
<https://www.nonprofitnav.com>
<https://webbchemical.com>
<https://www.my-lei.com>
<https://muskegonconservationclub.org>
<https://easttouchdownclub.org>

FOOD SERVICE

<https://kagomeusa.com>
<https://www.coldqueststorage.com>
<https://michiganfreezepak.com>
<https://meatblockinc.com>

FAITH BASED

<https://www.trinitybaptist.org>
<https://maranathamichigan.org>
<https://faithzeeland.org>

ECCOMMERCE / EVENTS

<https://coastguardfest.org>
<https://sportsquest.org>
<https://garagedesignsource.com>
<https://carnyslang.com>
<https://loveyourdeck.com>