Cooper Floyd

VP of Engineering | cooperwfloyd@gmail.com | (515) 657-1764 | Dallas-Fort Worth Metroplex, TX |
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Summary

VP of Engineering with 9 years in web engineering, 4 of those leading web development teams through full-lifecycle delivery — from scoping and estimation through architecture, project and account management, development and launch. Background in agency delivery across clients, including Barron's Top 100 RIA firms, global scientific research networks, large-scale philanthropies, a national professional sports team and multi-sector startups backed by premier VC firms. Specializes in CMS architecture, performance optimization, SEO, CRO, AEO/GEO and technical strategy that serves business objectives.

Skills and technologies

AWS, HubSpot, WordPress, TypeScript, WCAG accessibility, JavaScript, Node.js, PHP, Tailwind, SQL, React, Next.js, REST APIs, GraphQL, Git, CI/CD systems, GitHub, Salesforce, Pardot, Figma, Google Analytics, web security.

Relevant experience

Kurt Noble, Inc. (KNI) | 2021-Present

VP of Engineering | 2025-Present
- Define and oversee engineering strategy and technical standards across all clients.
- Evaluate and make final architecture decisions across projects, including CMS platform selection for daily content operations without developer dependency, headless vs. traditional implementations and third-party integration strategies.
- Create and own estimation, scoping, timeline and project frameworks used across engineering and design departments, including phased dependency modeling, budget calculations, granular reporting and project templates.
- Led a company-wide project management process and system transformation, including procurement of a new platform, unification of multiple project management tools and migrating data between systems.
- Build and maintain the company-wide knowledge base — design and development standards, onboarding processes, recurring project frameworks and cross-team technical documentation.
- Partner with the leadership team on resourcing, capacity planning and engineering hiring decisions.

Engineering Manager | 2023-2025
- Led direct client relationships as primary technical point of contact — creating scopes, estimates and timelines, tracking and reporting on projects through the full lifecycle, presenting architecture recommendations and managing delivery expectations and timelines.
- Led multi-site migration and rebrand projects, preserving SEO equity, site health, domain authority and uninterrupted lead flow across properties.
- Managed onboarding, performance reviews and mentorship within the engineering team.

Senior Web Developer | 2021-2023
- Built and maintained WordPress and Next.js web properties for clients across multiple industries.
- Served as technical lead on complex builds including multi-site WordPress architectures, headless CMS implementations and marketing platform integrations.
- Developed component and utility libraries and custom WordPress themes.
- Implemented server- and client-side security hardening (XSS, CSP, CORS, HSTS), performance optimization and SEO/CRO improvements across client properties.
- Owned client-facing technical communication, including architecture proposals and project scoping.

Trilix | 2019-2021

Interactive Designer and Web Developer
- Developed, designed and managed websites and marketing email campaigns for world-leading agricultural and industrial companies, environmental law and non-profit groups and local utility providers.

Education

Web Development, AAS | Des Moines Area Community College | 2020