

Kristofer Hoetmer

Software Engineer | GTM Engineer

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PROFESSIONAL SUMMARY

Software Engineer with 6 years building and scaling production web systems across 800+ client sites — including full technical ownership of multi-platform migrations, a 150+ component shared architecture, and Python-based automation that cut audit time by over 90%. Comfortable operating at the intersection of engineering and business impact: track and report on the site performance and revenue-influencing metrics that the systems I build actually drive. Purdue University graduate, full-stack certified, seeking a Software Engineer or GTM Engineer role that combines systems ownership with business fluency.

CORE SKILLS

JavaScript | Python (Automation/Scripting) | React.js | PHP | HTML5 | CSS3 | Git/GitHub (Version Control) | WordPress | Multi-CMS Platform Integration (CFN, LPL, FMG) | Site & Systems Migration at Scale | Audience Segmentation & Personalization Logic | Data Automation & Reporting | ADA/Accessibility Compliance | Technical Training & Documentation | Team Leadership

EXPERIENCE

Commonwealth Financial Network — Senior Web Production Specialist

Dec 2023 – Present

Evansville, Indiana, United States

- Led technical execution of two platform migrations — an initial 300-site full custom-code migration to a new CMS, followed by a large-scale CFN-to-LPL migration now spanning 800+ advisor sites — integrating across CFN, LPL, and FMG systems for zero-disruption transitions.
- Designed and built a reusable front-end component architecture from the ground up, shipping 20+ new components and growing the shared system to 150+ production components used across the portfolio.
- Engineered Python-based crawlers to automate site auditing across 800+ properties, cutting audit turnaround from weeks to days and reducing manual review time by over 90%.
- Track and report monthly site and business-impact metrics across the 800+ site portfolio — 1.5M+ average monthly users, 3,600+ monthly form submissions (0.24% submission rate), 1,446 monthly conversions at a 40% retention rate — tied to an estimated \$2.1B in monthly AUM, \$20.8M in monthly advisor revenue, and \$210K in monthly RIA revenue influenced.
- Built audience-specific personalization logic for the firm's largest client, dynamically serving each visitor segment only the content relevant to them.
- Tracked and resolved 200+ platform issues to improve client experience and overall CMS stability.
- Led technical trainings and Q&A sessions to standardize development practices across engineering teams; introduced GitHub-based version control to unify versioning across all internal platforms.

Commonwealth Financial Network — Web Production Associate

Jan 2022 – Dec 2023

Evansville, Indiana, United States

- Built, reviewed, and launched 100+ custom-coded advisor sites.
- Resolved escalated technical issues for the customer support team to keep advisor-facing sites running smoothly.
- Documented new development processes and led technical trainings for new hires, establishing a consistent team-wide standard.

Ergonomic Products Inc — Web and Multimedia Developer

Nov 2021 – Jan 2022

Fall River, Massachusetts, United States

- Managed and updated three company websites (Ergonomic Products, Ergonomic Design, Ergonomic Training).
- Built a company intranet using PHP, HTML, CSS, and JavaScript, giving all employees centralized access to company resources.
- Shot and edited multimedia content for web publication.

RevoluSun Massachusetts — WordPress Developer

Aug 2021 – Dec 2021

Burlington, Massachusetts, United States

- Managed and updated the company WordPress site to meet modern ADA and mobile/tablet responsiveness standards.
- Updated plugins and added custom features as needed.
- Overhauled and updated all product and resource pages to match the rest of the site.

Purdue Athletics — Producer/Director

Aug 2020 – Jul 2021

Lafayette, Indiana, United States

- Produced and directed numerous live BTN Student U sports productions, including women's soccer, men's basketball, and more.

EDUCATION

Purdue University — Bachelor of Fine Arts (BFA), Film, Video, and Theatre Production — 2018 – 2021