Sam Noble

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Professional Summary

Solutions-focused technical professional with a strong backend development background, specialising in PHP, APIs, integrations and eCommerce platforms. Experienced in working directly with clients and stakeholders to understand requirements, design practical technical solutions and translate complex technical concepts into clear recommendations.

At Zap, I design and develop scalable PHP functionality for high-traffic WordPress and WooCommerce platforms processing millions of ticket transactions each year. My work includes API integrations, backend services, performance improvements and reusable analytics infrastructure supporting GA4, Meta CAPI and server-side tracking across multiple client websites.

Previously, I worked across solution architecture and development at 5874 Commerce, designing and delivering integrations between platforms including BigCommerce, Shopify, Akeneo and Statamic. I am comfortable acting as the bridge between clients and technical teams, owning solutions from discovery and technical design through to development, testing, deployment and production support.

Key Skills

- **Backend Development:** PHP 8+, object-oriented programming, WordPress, WooCommerce, MySQL, REST APIs, plugin development, webhooks, cron jobs and dependency injection
- **eCommerce and Integrations:** BigCommerce, Shopify, Akeneo, Statamic, HubSpot, middleware integrations and headless commerce
- **Performance and Reliability:** SQL optimisation, caching, debugging, performance tuning, production support and high-traffic systems
- **Frontend:** JavaScript, jQuery, React, HTML, CSS and SCSS
- **Analytics:** GA4, Google Analytics, Meta CAPI, server-side tracking, event tracking and Metabase
- **Tools and Delivery:** Git, GitHub, Bitbucket, Jira, Docker, Lando, Composer, PHPStorm, Xdebug, Agile delivery, code reviews and UAT

Work Experience

Backend Developer – Zap Ltd

📍 Glasgow | Remote | **April 2025 – Present**

- Designed and implemented a reusable analytics platform used across multiple client websites, providing configurable GA4, Meta CAPI, server-side tracking and real-time event reporting.

- Build scalable object-oriented PHP functionality within Zap's core WordPress and WooCommerce platform, supporting high-traffic competition websites and millions of ticket transactions annually.
- Develop custom plugins, REST APIs, analytics modules, background services, scheduled processes and third-party integrations.
- Create reusable backend components and internal tooling to improve consistency and reduce duplicated development across client platforms.
- Improve platform performance and reliability through SQL optimisation, caching strategies and scalable architecture decisions.
- Investigate complex production issues across multiple client environments, identifying root causes and delivering long-term fixes.
- Conduct code reviews and contribute to technical and architectural decisions within an Agile development team.
- Work closely with support, product and other developers to translate client and business requirements into practical technical solutions.

Solutions Architect & Developer – 5874 Commerce

📍 Birmingham (Hybrid) | Remote | **May 2023 – March 2025**

- Designed and delivered integrations connecting eCommerce platforms, product information systems, middleware and third-party services.
- Implemented a multi-platform commerce solution connecting BigCommerce, Akeneo, Statamic and Advanced Commerce into a scalable eCommerce ecosystem.
- Developed secure API integrations involving BigCommerce, Shopify, Akeneo, WordPress, Statamic, Jitterbit, Searchspring, HubSpot and Dotdigital.
- Produced architecture roadmaps, technical specifications and data-flow diagrams to align developers, clients and third-party suppliers.
- Diagnosed and resolved critical API and middleware issues, improving the reliability and performance of client integrations.
- Led UAT phases for complex integration projects, validating functionality, coordinating feedback and supporting smooth production deployments.
- Reviewed Bitbucket repositories and provided development support across PHP, JavaScript, Node.js and Liquid.
- Led technical client discussions, translating complex implementation details into clear actions and recommendations for non-technical stakeholders.
- Analysed business and eCommerce data using Metabase and Google Analytics to help clients monitor performance and make informed decisions.
- Managed technical workflows through Jira, maintaining clear requirements, priorities and communication throughout project delivery.

Web Developer – Chameleon Web Services

📍 Halesowen, UK | **March 2022 – May 2023**

- Took sole responsibility for delivering Chameleon's largest eCommerce project, Handles at Heart, developing the custom WordPress and WooCommerce functionality required to support the platform.
- Developed bespoke WordPress themes, plugins and WooCommerce functionality using PHP, JavaScript and Advanced Custom Fields.
- Built custom calculators, postcode lookup tools and data-processing functionality using JavaScript and external APIs.
- Developed integrations between WordPress websites and third-party services.
- Managed and maintained more than 15 client websites, handling updates, troubleshooting, hosting, DNS, SSL certificates and deployments.
- Improved website performance, search visibility and user experience across client websites.
- Worked directly with clients to understand requirements, provide technical recommendations and deliver ongoing support.

Additional Experience

Prior to moving into software development, I built experience in banking, customer service and business management, developing strong communication, leadership and problem-solving skills that I continue to use in technical roles.

Personal Trainer & Fitness instructor - (2016 – 2022)
Built and managed a personal training business, including freelance gym classes.

Fitness Supervisor - Freedom Leisure (2019 – 2020)
Assisted with day-to-day management of the gym, supporting staff, maintaining high service standards and overseeing daily operations.

Essential Banker - Barclays Bank (2018 – 2019)
Provided face-to-face customer service in a regulated banking environment, handling financial transactions while maintaining accuracy and compliance.

Universal Banker - HSBC (2017 – 2018)
Supported customers with everyday banking, account opening and lending enquiries, developing strong communication and problem-solving skills.

Fitness Instructor & Gym Assistant - PF2 Health Clubs (2011 – 2016)
Various responsibilities including training gym members, manning reception, taking bookings, selling memberships, phone sales, creating gym rotas and general cleanliness of the gym.

Education

BTEC National Diploma in ICT - Worcester College of Technology | 2011 – 2012

GCSEs - The Chase Technology College | 2006 – 2011
