Josh Reeder–Esparza
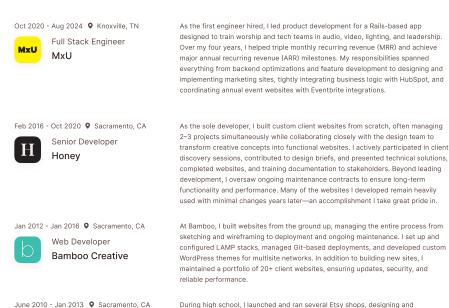
Full–Stack Engineer

- joshre@me.com
- joshre.com
- (865) 236-3670
- Knoxville, Tennessee

Experience

Oct 2020 – Aug 2024 · Knoxville, TN

Full Stack Engineer
MxU

As the first engineer hired, I led product development for a Rails-based app designed to train worship and tech teams in audio, video, lighting, and leadership. Over my four years, I helped triple monthly recurring revenue (MRR) and achieve major annual recurring revenue (ARR) milestones. My responsibilities spanned everything from backend optimizations and feature development to designing and implementing marketing sites, tightly integrating business logic with HubSpot, and coordinating annual event websites with Eventbrite integrations.

Feb 2016 – Oct 2020 · Sacramento, CA

Senior Developer
Honey

As the sole developer, I built custom client websites from scratch, often managing 2–3 projects simultaneously while collaborating closely with the design team to transform creative concepts into functional websites. I actively participated in client discovery sessions, contributed to design briefs, and presented technical solutions, completed websites, and training documentation to stakeholders. Beyond leading development, I oversaw ongoing maintenance contracts to ensure long-term functionality and performance. Many of the websites I developed remain heavily used with minimal changes years later—an accomplishment I take great pride in.

Jan 2012 – Jan 2016 · Sacramento, CA

Web Developer
Bamboo Creative

At Bamboo, I built websites from the ground up, managing the entire process from sketching and wireframing to deployment and ongoing maintenance. I set up and configured LAMP stacks, managed Git-based deployments, and developed custom WordPress themes for multisite networks. In addition to building new sites, I maintained a portfolio of 20+ client websites, ensuring updates, security, and reliable performance.

June 2010 – Jan 2013 · Sacramento, CA

Owner
Feif Ties / Trestle Leather

During high school, I launched and ran several Etsy shops, designing and handcrafting ties, belts, and wallets from raw materials. In just a few years, I shipped products to customers across the USA, Germany, Australia, and Japan. I managed budgets and expenses, gaining experience in leveraging bulk purchases and optimizing product timing. This venture provided valuable lessons in entrepreneurship, operations, and customer service.

Skills

Development

Ruby, Java/TypeScript, PHP, HTML, CSS	Ruby on Rails, WordPress, Shopify, Next.js
REST, API Development	TailwindCSS, Lottie, CSS Animation
CI/CD, Git, Code Review, Pair Programing	TDD, MiniTest/RSpec
Postgres, SQL, MySQL	AWS, Linux, Heroku, Cloudlfare
Web Performance, SEO, Accessibility	Figma, Illustrator, Photoshop

Additional Skills

SaaS KPI Experience: Churn, Retention, MRR Milestones, NPS	CRM Management / Integration
Inbound Marketing, HTML Email Development	Analytics & Pixel Tracking
Postgres, SQL, MySQL · AWS, Linux, Heroku, Cloudlfare · Figma, Illustrator, Photoshop	