

Will Knight

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Full-stack developer with a background spanning data engineering, digital analytics, and video production. Experienced building modern web applications with Next.js, TypeScript, and PostgreSQL, and architecting backend data solutions on Google Cloud. Brings a rare combination of technical depth and creative range — from designing performant APIs and data pipelines to producing broadcast-quality video content. Proven track record working across agency, healthcare, and startup environments.

EXPERIENCE

Full-Stack Developer · **Frontier Direct** · Dec 2025–Present

- Develop and maintain features on a custom EHR platform serving a well-funded Direct Primary Care startup, working within a product pod focused on the Care division
- Collaborate with a Product Owner to deliver enhancements supporting clinical workflows for providers, medical assistants, and care team staff
- Identify and resolve bugs across the full stack, maintaining platform reliability for an active patient-facing healthcare environment
- Proactively surface workflow and process improvements to increase efficiency for clinical end users
- Work within a modern monorepo architecture using Next.js, Node.js, Hasura, and GraphQL

Data Solutions Developer · **VML (formerly Wunderman Thompson)** · May 2024–Nov 2025

- Architected and maintained backend data warehousing solutions on Google Cloud Platform, supporting enterprise-scale data operations for agency clients
- Designed and implemented data collection infrastructure using Google Tag Manager, ensuring accurate measurement across web and app properties
- Built full-stack tooling to streamline Data Ops workflows, reducing operational overhead and improving cross-team efficiency
- Established best practices for Google Ads and GA4 data collection, tracking, and attribution across multiple client accounts

Senior Analyst · **VML (formerly Wunderman Thompson)** · Nov 2022–May 2024

- Oversaw growth and mentorship of junior analysts, supporting performance and professional development
- Built and maintained automated data pipelines integrating Google Ads and Meta APIs, enabling consistent cross-platform reporting
- Led innovation initiatives for the Data and Analytics team, delivering internal tooling that improved productivity and reduced reporting cycles
- Collaborated with Paid Media leads to design and build an end-to-end data classification application
- Evaluated and recommended web analytics measurement strategies and reporting frameworks for client engagements

Digital Analyst · **VML (formerly Wunderman Thompson)** · Nov 2021–Nov 2022

- Built and maintained performance dashboards in Looker Studio for clients across multiple industries
- Delivered in-depth campaign health and performance analysis to Paid Media partners, informing budget and strategy decisions
- Led internal and external reporting calls, translating data into clear, actionable insights for stakeholders
- Developed granular Looker Studio views enabling clients to self-serve performance data at every level of detail

Videographer · **Wellaco, Inc.** · Nov 2020–Nov 2021

- Produced and managed Amazon Video Ad campaigns in collaboration with the Marketing Manager

- Partnered with the Marketing Team to define creative strategy for product launches and promotional campaigns
- Facilitated structured brainstorm sessions covering objective, audience, approach, creative needs, channels, and timing

Project Manager / Digital Marketing Specialist · **Running Pony Productions** · *Feb 2019–Nov 2020*

- Managed client websites and content pipelines using WordPress and social scheduling tools
- Led SEO strategy across multiple client accounts, developing keyword frameworks and conducting site health audits to improve SERP visibility
- Coordinated with Client Services to ensure on-time project delivery and scope alignment

Video Editor · **Running Pony Productions** · *Apr 2016–Feb 2019*

- Edited video content for a range of client projects across industries
- Supported digital marketing deliverables including social content and web video assets

Producer / Filmmaker · **Broadcast Media Group** · *Sep 2014–Mar 2016*

- Planned, shot, and edited video projects across diverse environments and formats
- Produced game-day hype content for Mississippi State Athletics, aired at Davis Wade Stadium
- Received a Telly Award for work produced in partnership with the Mississippi Forestry Commission

Video Producer / Media Assistant · **Cornerstone Fellowship** · *Jan 2014–Aug 2014*

- Produced interviews, promotional spots, event highlights, and other video content
- Designed event graphics and motion assets using Adobe Creative Suite
- Supported live broadcast production under the direction of the Creative Director

SKILLS

Languages & Frameworks: JavaScript, TypeScript, React, Next.js, Python, SQL, GraphQL

Backend & Database: PostgreSQL, Prisma, Node.js, Hasura, REST APIs

Cloud & Data Engineering: Google Cloud Platform, BigQuery, Google Cloud Composer, Data Warehousing

Analytics & Paid Media: GA4, Adobe Analytics, Google Tag Manager, Google Ads, Meta Ads, SA360, CM360, SEMRush, Looker Studio

Creative & Production: Adobe Creative Suite (Premiere, After Effects, Photoshop), Video Production, Motion Graphics

Tools & Platforms: Git, VS Code, JetBrains WebStorm, Clerk, Google Sheets/Excel, PowerPoint/Google Slides

EDUCATION

B.A. in Communication · Mississippi State University, Starkville, MS