Jason Lotzer

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Summary

Adobe Certified Magento 2 Developer who turns complex e-commerce requirements into measurable business results. Owned the full Adobe Commerce platform for a national consumer brand — architecting integrations that connected 38,000+ retail locations, leading a cross-functional team of 10, and driving platform reliability across high-traffic production environments. Over 15 years, have shipped 60+ e-commerce sites, published 8 marketplace extensions, and consistently improved revenue-impacting systems through custom module development, REST/GraphQL API design, and infrastructure optimization on AWS, Docker, and Kubernetes.

Work Experience

Senior Applications Manager, Primo Brands (formerly Primo Water), Remote
11/2022 – 01/2026

- Owned the Adobe Commerce Cloud platform (Magento 2.4.8-p3) and WordPress properties powering water.com and shop.water.com, ensuring high availability and performance for a nationally recognized consumer brand's primary digital revenue channels.

- Architected a custom REST API integration between Adobe Commerce and Salesforce that launched a real-time store locator serving 38,000+ retail locations — expanding the brand's omnichannel reach and enabling customers to find nearby retailers instantly.

- Led a cross-functional team of 10 across engineering, database administration, marketing, SEO, and project management — reducing release cycle friction through structured sprint prioritization, code review governance, and predictable delivery cadences.

- Tuned AWS cloud infrastructure (Docker, Redis, Varnish, Elasticsearch/OpenSearch) to sustain sub-second page loads and near-zero unplanned downtime during peak traffic periods.

- Established CI/CD pipeline standards across GitHub, Azure DevOps, and Bitbucket, introducing automated testing gates that cut post-deployment defects and accelerated release confidence.

- Led the development group for a React-based SAP customer self-serve portal, enabling customers to manage accounts, track orders, and access support without manual intervention — reducing call center volume and improving customer satisfaction.

- Coordinated platform upgrades and security patching across a complex vendor ecosystem (Akeneo PIM, Odoo CRM/ERP, Google Merchant Center), maintaining integration stability while keeping the platform current.

- Played an integral role in designing a headless CMS architecture integrating Storyblok with Adobe Commerce, streamlining the copywriting workflow and significantly increasing article output and SEO performance.

- Automated Google Merchant Center product feeds, improving data accuracy across marketing channels and strengthening the brand's search visibility and ad performance.

Work Experience (Continued)

Full Stack Web Developer, ICM Corporation, Milwaukee
10/2011 – 11/2022

- Single-handedly generated a 1,000,000+ product catalog and produced the submission PDF presented to the Postmaster General, directly securing a 10-year government contract renewal for the company.

- Shipped ~60 production e-commerce and B2B sites on Magento 1.x, Magento 2.x, and WordPress, generating revenue for clients ranging from regional retailers to national distributors.

- Created custom PHP modules and front-end enhancements that improved category browsing, checkout conversion, payment processing, and shipping accuracy across the client portfolio.

- Integrated Odoo (CRM/ERP), Akeneo (PIM), and third-party APIs into Magento storefronts, eliminating manual data entry and reducing order-processing errors for clients with complex product catalogs.

- Refactored legacy Magento codebases to reduce page load times and database query overhead, resulting in measurably faster storefronts and improved SEO rankings for long-standing clients.

- Managed Linux hosting and deployment infrastructure (Nginx/Apache, MySQL, Redis, Elasticsearch, Git/Jenkins, Kubernetes) across a multi-site environment, supporting more reliable releases and stronger platform uptime.

- Led Magento 1 → Magento 2 migrations, introducing containerized environments and modern front-end frameworks that reduced onboarding time for new developers and simplified ongoing maintenance.

- Managed multiple Amazon Seller Central accounts and engineered custom product feed generators and feasibility reporting tools using the Amazon SDK and APIs, opening new sales channels that drove incremental revenue growth.

- Mentored junior developers and contributed to hiring, raising team capacity and establishing code quality standards across the organization.

Earlier: Graphic Design & Web Development, Fyin Inc | Web Design Intern, Vilcorp, Inc
2008 – 2011

Education

B.S. Computer Science, Carroll University, Waukesha, WI

Skills

Magento 2.4.x (Commerce Cloud & Open Source)   Magento 1.x   custom module development   service contracts

dependency injection   Hyvä / Luma theming   PHP 7/8   MySQL   REST & GraphQL API design

code refactoring   application optimization   performance tuning   JavaScript (ES6+)   React   Alpine.js

jQuery   HTML5/CSS3   Tailwind CSS   Salesforce   Akeneo (PIM)   Odoo (CRM/ERP)

Google Merchant Center   third-party APIs   Linux (Ubuntu/CentOS)   Nginx/Apache   Redis   Varnish

Elasticsearch/OpenSearch   Docker/Warden   Kubernetes   AWS   Git   GitHub   Jenkins   Azure DevOps

Bitbucket   CI/CD pipelines   automated testing   code review workflows   leadership   team management

communication   mentoring

Certificates

Adobe Certified Magento 2 Developer, Adobe