



Christopher Steen

Website Developer & Manager

CONTACT

- 316-259-2429
- hello@christophersteen.com
- Kansas, USA
- christophersteen.com

SKILLS & TOOLS

- WordPress
- Elementor
- Drupal
- Astro
- HTML/CSS
- SEO
- GA4
- Tag Manager
- Google Ads
- Search Console
- Accessibility
- Performance
- Landing pages
- Adobe CC
- AI-assisted development

INDUSTRIES

Healthcare · Nonprofit · Higher education · Small & midsize business

EDUCATION

B.A., Graphic Design

Friends University, Wichita, KS, 2007-2011

- Student Government Association Executive Publicist, two years
- Track and field, four years

HIGHLIGHTS

- Emerald Award, Kansas Association of Health Care Communicators
- 12+ years building and managing websites
- \$500K+ in sales driven through CBD Review Lab

Website developer and manager with more than 12 years building, managing, and improving websites for healthcare, nonprofit, education, and small-business organizations. I pair hands-on development in WordPress, Elementor, Drupal, and Astro with SEO, analytics, and digital advertising to keep sites fast, findable, and genuinely useful after launch. I work as the whole website function for organizations that need one experienced person rather than an agency or a full-time hire.

PROFESSIONAL EXPERIENCE

Saint Francis Ministries | Website Manager & Digital Marketing Lead

Jun 2023 - Present

- Manage a large, multi-state WordPress and Elementor website, including program pages, campaign landing pages, and referral and intake forms.
- Own SEO, GA4 analytics, and Google Ads, plus connected-TV and digital-audio campaigns supporting programs across several states.
- Improve accessibility and performance, maintain Google Business Profiles, and set website governance and priorities across internal teams.

Hutchinson Regional Healthcare System | Web & Marketing Strategist

Jan 2018 - May 2023

- Rebuilt hutchregional.com from the ground up, migrating from Drupal to WordPress; GTmetrix performance rose from 52% to 99% and structure from 76% to 98%.
- Won an Emerald Award from the Kansas Association of Health Care Communicators for the redesign.
- Brought digital advertising in house, cutting annual ad spend from \$84,000 to \$18,000 by ending the agency relationship; 2022 Google Ads drove 2.55M impressions and 10.9k clicks (0.43% CTR, 3.46% conversion, \$1.66 CPC).
- Led content, social media, graphic design, and online-reputation management.

Sterling College | Website Manager & Visual Arts Specialist

Jul 2011 - Dec 2017

- Managed and maintained sterling.edu, partnering with departments across the college to build clear, informative webpages.
- Led visual-arts work including graphic design, photography, and videography.

VENTURES & PROJECTS

CBD Review Lab | Founder & Owner

Apr 2018 - Present

- Built and run an affiliate review brand partnered with 61 companies, driving \$500,000+ in tracked product sales.
- Grew an engaged YouTube channel to 1.9k subscribers, and apply SEO to rank pages across the site.

Pixel Wrench | Founder

Apr 2026 - Present

- Founded a studio building affordable, professional websites for trade contractors, from initial build through ongoing management.

GardenGrid | Founder

gardengrid.io

- A product and web project exploring AI-assisted development, alongside other ongoing publishing and product experiments.