



Working *Remotely* in WordPress with American Companies

By Malcolm Peralty



Land Acknowledgement

I feel fortunate to live and work on the traditional and unceded territory of the Haudenosaunee and Anishinaabe people who have inhabited those lands for millennia and I give thanks for their stewardship.



Who is Malcolm Peralty?

- WordPress community member for over 20 years
- In the last 20 years, I've spent 15 years working remotely, primarily for American companies
- Currently a Technical Account Manager for Acquia providing technical expertise to enterprise companies

Some brands/companies I've worked with...

ACQUIA

employ

WORLD
ECONOMIC
FORUM

1MILLION
TEACHERS

THE WRAP
Covering Hollywood

12
up

 CenturyLink®

Story
Corps.

 45.0°N 81.3°W
BRUCE
county


WPengine®


ROCKETGENIUS

camber.



**Imagine how your life would
change with a 20%, 30%, 40%,
or even 50% raise?**



**That's part of why
I'm presenting on
this topic**





Maybe you already know this?



My first home office



My current home office



The Value of Looking Outside Canada

Being employed matters most



Market Size and Opportunities

- 1 out of 17 WordPress VIP Agency Gold Tier Partners that serves North America is in Canada!
- Over 20 of the top 50 largest companies in the world are headquartered in the US vs none (0) in Canada.
- Over 17,000 employment listings for WordPress in the US vs 1,400 in Canada (on LinkedIn)





Professional Growth

American companies often:

- Serve bigger markets
- Have more complex problems
- Provide more potential mentorship



Networking and Visibility

In the USA:

- Many talented individuals working in WordPress
- Many industry events relating to WordPress and the web
- Bigger companies can provide more networking opportunities



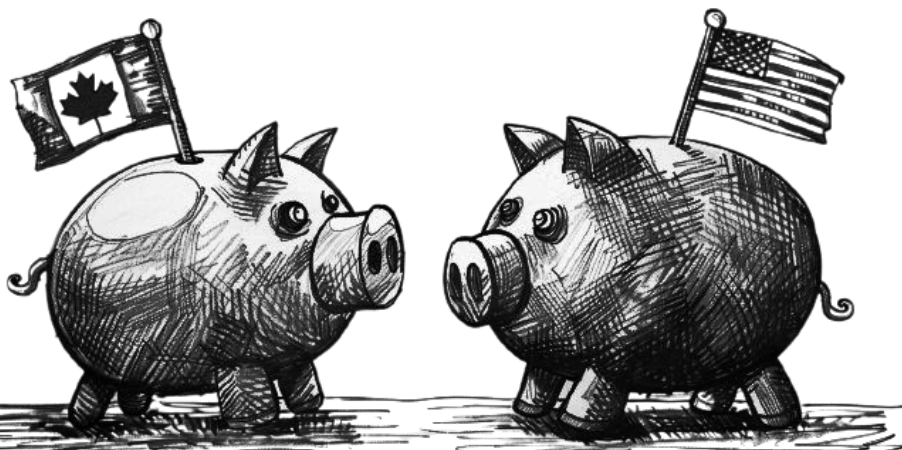
Societal Matches

- Timezone match
- Language match
- Culture similarities





Salary Differences



WordPress Developer

USA: \$116,000 (CAD)

CAN: \$60,000 (CAD)

Web Project Manager

USA: \$125,000 (CAD)

CAN: \$71,000 (CAD)

We are often getting paid **40 - 60%** less of our American counterparts when working for Canadian companies!

** Data from ZipRecruiter and Glassdoor, with currency conversion from Xe.com*



Salary Differences

“

*“A typical tech worker in Canada makes \$83,700 in annual wages,... In comparison, the typical tech worker in the US makes \$122,600...**This equates to a tech worker in the US making 46 percent more than a tech worker in Canada.**”*

** Quote from The Dias - A Toronto Metro University publication in October 2023*



Difficulties Working Internationally

It's mostly on you!



Getting Paid and Paying Taxes



- There are tax Implications, so consult a tax professional
- Currency exchange rate can help or hurt, making your income somewhat inconsistent
- International money transfer fees can be high
- Important to keep detailed records!



Benefits and Perks

- There often aren't any
- Companies may have some benefits and perks for US employees only
- Sometimes it can feel like there are no benefits or perks



Employee or Contractor?

- Knowing which one you are changes everything
- Both have pros and cons depending partly on your ability to negotiate
- Research the differences



Finding and Creating Opportunities

They don't just fall from the sky



Job Opportunities

- Don't just look for WordPress opportunities. Look for companies using WordPress!
- BuiltWith has great browser extensions to identify WordPress powered websites



Extend Your Reach

- Don't just look at companies that have offices in Canada or even sell to Canada
- Leverage networking and referrals
- Companies like Remote.com can handle being the Canadian entity that employs you



My Best Practices

Recommendations based on my experiences



Daily Work Life

- Set a schedule
- Be accessible
- Record your wins
- Make time for socialization





Business / Consultant

- Track your payment details
- Pay your taxes monthly
- Don't forget about GST
- Find and customize document templates



Equipment and Ergonomics

- Get a good chair!
- Get good peripherals!
- The right headphones matter!



Build “Getting Hired” Skills

- Update your resume
- Update your LinkedIn
- Apply for jobs
- Keep interviewing



Resources

Want to know more?



WordPress Opportunities



- [Post Status WordPress Jobs](#)
- [Michelle Frechette's Weekly WordPress Jobs Twitter Feed](#)
- [WP Remote Work](#)
- [jobs.WordPress.net](#)



Remote Work Job Boards

- [Remote.co](#)
- [We Work Remotely](#)
- [Working Nomads](#)
- [Remote.com](#)
- [NoDesk](#)
- [Remotive](#)
- [JustRemote](#)
- [RemoteOK](#)



Companies That Hire Canadians

- [Automatic](#)
- [10up](#)
- [Kinsta](#)
- [Multidots](#)
- [XWP](#)
- [Kanopi Studios](#)
- [Rocketgenius / Gravity Forms](#)
- [Camber Creative](#)



WordPress Communities

- [Post Status](#)
- [Make.WordPress](#)
- [X / Twitter WordPress Community](#)



Job Finding Tip #1

Google

wordpress project manager remote

All Videos Images Shopping News More

Tools

Work from home Jobs Free Freelance

Past week All results Advanced Search Clear

Indeed
https://www.indeed.com › q-wordpress-developer-l-remo...
Wordpress Developer jobs in Remote
10 hours ago — 45 **Wordpress** Developer jobs available in **Remote** on Indeed.com. Apply to **Wordpress** Developer, Web Designer, SEO Specialist and more!

LinkedIn
https://ca.linkedin.com › jobs › view › full-stack-wordpr...
Full Stack WordPress Developer (Remote)
4 days ago — Work with a team of developers, designers, and **project managers**;; Develop custom **WordPress** plugins and themes and configure **WordPress** websites;; Select and ...

Indeed
https://ca.indeed.com › q-wordpress-l-montréal,-qc-jobs...
wordpress jobs in montréal, qc
3 days ago — Full Stack **WordPress** Developer (**Remote**). Evolving ... You'll work closely with our developers, designers, **project managers** and clients to create beautiful...



Job Finding Tip #2

site:jobs.lever.co OR site:boards.greenhouse.io OR site:boards.greenhouse.io OR site:boards.greenhouse.io

All Images Videos News Shopping More

Past week All results Advanced

greenhouse.io
https://boards.greenhouse.io › bitly46 › jobs

[Job Application for Director, SEO Strategy & Website at Bitly](#)
4 days ago — Proven experience in a leadership role focused on website **strategy** and marketing. Strong understanding of website analytics tools and data-driven ...

greenhouse.io
https://boards.greenhouse.io › alarmcom › jobs

[Job Application for Director, Website Operations at Alarm.](#) ...
4 days ago — Lead and manage the work of the **web** operations team, including **web** developers, **web** designers, and content managers. Design the website's content expe



Resume Tips

- On average, recruiters only spend 6-7 seconds looking at each resume
- Use a traditional F shaped pattern
- Focus more on your more recent experience
- Focus on numbers and impact



Interview Tip

- Cultivate a few impactful stories
- Figure out how to naturally fit them into multiple interview questions





Any Questions?

Hopefully, if I can't answer them,
someone in the room will have some
ideas...



Download this presentation @ cocompass.com/wceh



Sources Used

- [Largest companies by Revenue - Wikipedia](#)
- [WordPress VIP Agency Partners](#)
- [Canada Unemployment Rate](#)
- [US Unemployment Rate](#)
- [Tax Tips for Canadians Who Work for US Companies](#)



Sources Used

- Working in the US as a Canadian: Everything you need to know
- Compensation Disparity Between Canadian and American Technology Workers
- How Long Do Hiring Managers Look at a Resume?