

Case Study: Abraham Enriquez for Congress

Full Campaign Website Rebuild & Custom Development

Overview

Abraham Enriquez is a Republican congressional candidate in a highly competitive race in West Texas. As the campaign accelerated toward early voting, the existing website no longer matched the seriousness, professionalism, or functional needs of a modern federal campaign.

I was brought in to **rebuild the campaign website under live-fire conditions**—with active traffic, tight timelines, and zero margin for error.

This was not a cosmetic refresh. It was a **full structural rebuild**, combining strategy, custom development, and conversion-focused design.

The Challenge

The original site faced several issues common to fast-moving political campaigns:

- Fragmented layout and inconsistent visual hierarchy
- Pages that felt templated rather than purpose-built
- Poor mobile experience on key pages
- No clean system for events, coalitions, or ongoing updates
- A site that did not reflect a serious, well-funded congressional operation

All of this had to be addressed **quickly**, without breaking live functionality or disrupting ongoing campaign operations.

The Solution

Over the course of **three full working days**, I led and executed a complete website rebuild with a focus on credibility, clarity, and scalability.

1. Full Site Rebuild & Restructure

- Reorganized site architecture to improve flow and usability

- Simplified navigation while preserving critical campaign content
- Standardized spacing, typography, and layout across the site
- Ensured the site reads as **custom-built**, not template-driven

2. Custom-Coded Pages (No Templates)

Two major pages were built entirely with **custom HTML and CSS**, not prebuilt modules:

Events Page

- Custom layout for campaign and external events
- Visual differentiation between event types
- Mobile-first logic and styling
- Designed to scale as the campaign calendar grows

Coalitions Page

- Fully custom grid system supporting multiple coalition brands
- Consistent logo handling despite varying asset formats
- External integrations linking to coalition sign-up pages
- Custom styling and interaction behavior across devices

These pages were intentionally coded to be flexible, durable, and campaign-ready.

3. Advanced Styling & Builder Overrides

- Custom CSS layered on top of WordPress + Breakdance
- Manual overrides for builder limitations and quirks
- Fine-tuned hover states, spacing, and accessibility behavior
- Solved real-world issues that require **actual development**, not drag-and-drop fixes

4. Mobile Optimization & Performance

- Mobile layouts rebuilt—not just resized
- Ensured buttons, forms, and navigation are usable under real conditions
- Tested across screen sizes to prevent last-minute failures

The Result

The finished site now:

- Presents as a **professional congressional campaign website**
- Is a clean, modern, and conversion-focused
- Supports ongoing campaign activity without constant rework
- Works seamlessly across desktop and mobile
- Serves voters, donors, media, and coalition partners equally well

Most importantly, the site now reflects the seriousness of the race and the credibility of the campaign.