

Bryan Siegel

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PROFESSIONAL SUMMARY

Highly experienced and Strategic Web Development Leader with 20 years in full-stack web application development, specializing in PHP, MySQL, and modern MVC frameworks like Laravel. Expertise in driving digital transformation and delivering high-traffic, scalable, and accessible web solutions for large organizations. Proven proficiency in Object-Oriented PHP programming, open-source platforms (WordPress, Magento), and core web technologies (Bootstrap, HTML5, CSS3, JavaScript, jQuery, AJAX). Skilled in collaborating with stakeholders to define project strategy, content, flow, and features for web interfaces.

CORE COMPETENCIES

- **Development & Architecture:** PHP (OOPS Proficiency), Laravel (MVC), Java Spring Boot, ASP.NET MVC, MySQL.
- **Front-End & Web Technologies:** Bootstrap, HTML5, CSS3, JavaScript, jQuery, AJAX, Vuejs, Photoshop, Wireframe & Database Design.
- **CMS & Open Source:** WordPress (Custom themes/plugins, REST API, headless CMS), Finalsite CMS Migration, Magento (Platform Migration), Opencart, SharePoint.
- **Leadership & Collaboration:** Team Leadership, Technical Roadmapping, Stakeholder Collaboration, Strategic Vision, Strong Analytical and Problem Solving Skills, Ability to work independently or in groups, Good verbal and written communication skills.
- **Compliance & Strategy:** ADA/WCAG Compliance, SEO/PPC Strategy, Core Web Vitals.
- **E-Commerce:** Strategic E-commerce Integration (WooCommerce, Printful).
- **Cloud/DevOps:** Cloud & Infrastructure Management (AWS, Linux), CI/CD, Security, Backups.
- **Tools:** Divi, Elementor, WPBakery.

PROFESSIONAL EXPERIENCE

Clark County School District — Web Development Lead | Nov 2023 – Present

- Led and mentored a development team, overseeing the full project lifecycle from concept to deployment.
- **Spearheaded the complex migration** of a 20-year legacy PHP application to the Finalsite CMS, showcasing **strong analytical and problem-solving skills**. This included bespoke custom PHP application and API development based on an OOPS approach.
- **Engineered and launched a new internal ticketing system**, which dramatically streamlined departmental intake and improved workflow efficiency, demonstrating expertise in **database design** and web application development.
- Developed and maintained custom, mission-critical PHP applications supporting an internal user base of **44,000 employees**.
- Enforced strict adherence to **ADA/WCAG compliance** across all web solutions and actively optimized performance metrics for **Core Web Vitals**.

National Military Family Association — Senior Web Developer | Jan 2021 – Nov 2023

- Directed the technical strategy and **e-commerce development** for the high-traffic **WordPress** organization website, demonstrating experience with open source platforms.
- Executed SEO and performance optimizations to improve search visibility and site speed.
- Led **WooCommerce + Printful** integrations for merchandise campaigns.
- Upgraded site architecture to meet ADA standards, significantly reducing accessibility support requests.

Maryland State Department of Education — Senior Web Developer | Jan 2023 – Oct 2023

- Built **WordPress** and SharePoint sites from Figma and Photoshop mockups, which included **wireframe** interpretation.
- Developed responsive dashboards and portals using **Bootstrap** and **jQuery**.

Sungevity — Senior Web Developer | Sept 2018 – Nov 2020

- Delivered **full-stack WordPress** solutions integrating Salesforce and LeadConduit APIs.
- Spearheaded ADA-compliant redesigns to improve user experience.

Cibaria International, Inc. — Senior Web Developer | Jan 2013 – Sept 2018

- Mentored and led 1 Jr. Full-Stack Web Developer, coaching them to a Senior role within five years, demonstrating **ability to work in groups**.
- Managed a portfolio of 10 high-traffic B2B and C2C websites.
- **Engineered Laravel (MVC)** applications for inventory control and documentation workflows, showcasing **strong knowledge of MVC** and **database design**.
- Managed AWS and Linode deployments, including backups and security protocols.

Chaparral Motorsports — Senior Web Developer | Jan 2011 – Jan 2013

- Enhanced e-commerce conversion through responsive **WordPress** development.
- Oversaw PPC campaigns with a monthly spend of \$50,000.

Law Offices of Marc Grossman — Senior Web Developer | Jan 2009 – Jan 2011

- Designed and launched 100+ sites using ASP.NET Webforms, **PHP**, **WordPress**, and Ruby on Rails.
- Built a custom Rails CRM integrated with .NET and **WordPress** platforms.

Yellow Page National Directory Service — Jr. Web Developer | Jan 2007 – Jan 2009

- Developed directory and landing-page CMS in **PHP**; implemented SEO strategies to boost leads.

ADVANCED ACCESS — Marketing Manager & Specialist | Jan 2004 – Jan 2007

- Managed the SEO strategy for a network of over 40,000 customer websites.
- Created and optimized 100+ real-estate sites with tailored SEO/PPC strategies.