

Bryan Siegel

Web Services Manager | Custom Application Architect | Online Marketing & Data-Driven UI/UX Strategist

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PROFESSIONAL PROFILE

Strategic Web Services Leader and Custom Application Architect with over 20 years of experience driving digital transformation and engineering bespoke technical solutions. Expert at bridging the gap between high-level management and deep code-level architecture. Specialized in using data-driven insights (Google Analytics/Heatmaps) to guide UI/UX decisions and optimize conversion. Veteran in leading development teams, managing enterprise CMS ecosystems, and building mission-critical internal software tools.

CORE COMPETENCIES

Management & Strategy: Departmental Oversight (40+ Sites), Strategic Roadmapping, Team Leadership, Budget Management.

UI/UX & Data Strategy: Data-Driven Design, Google Analytics, Heatmap Analysis, Conversion Rate Optimization (CRO).

Custom App Architecture: PHP 8, Laravel, Java Spring Boot, ASP.NET, Ruby on Rails, MySQL, RESTful API Design.

Online Marketing Tech: Enterprise SEO/SEM Strategy, PPC Management (\$50k/mo), Email Marketing & Strategy.

Systems & Compliance: ADA/WCAG Governance, PDF-to-Web Digital Transformation, AWS/Linux, CI/CD Pipelines.

PROFESSIONAL EXPERIENCE

Clark County School District | Web Services Manager (Web Designer III)

Nov 2023 - Present

- Lead digital strategy and daily operations for a portfolio of over 40 district websites, serving as the primary design authority.
- Spearheaded a massive legacy migration, consolidating 630,000+ assets and pages into a streamlined 2,800-page enterprise platform.
- Architect and deploy custom applications in PHP (Laravel), Java Spring Boot, and ASP.NET to solve critical operational needs.
- Manage and mentor a technical team of Mid-level and Junior Web Developers, establishing district-wide coding standards.
- Serve as the district lead for ADA/WCAG compliance and government web regulations.
- Lead the 'Digital First' initiative to eliminate PDF dependency district-wide, delivering technical roadmaps and presentations.
- Utilize Google Analytics and heatmaps to drive data-informed UI/UX decisions and enhance user engagement.

National Military Family Association | Web and Email Manager

Jan 2021 - Nov 2023

- Directed technical strategy and design for primary web properties and high-volume email marketing channels.
- Led all SEO and online marketing initiatives, leveraging data-driven insights to expand organic reach.
- Managed enterprise email lists and designed high-conversion templates with automated segmentation workflows.
- Architected custom WooCommerce and Printful API integrations for automated global fulfillment.
- Served as lead for ADA/WCAG compliance, executing site-wide architecture overhauls.

Maryland State Dept of Education | Web Developer | Webmaster

Jan 2023 - Oct 2023

- Managed the delivery of responsive, accessible WordPress and SharePoint portals from high-fidelity wireframes.

- Engineered high-performance dashboards and data visualization tools for state-level reporting requirements.

Sungevity | Web Developer

Sept 2018 - Nov 2020

- Developed full-stack WordPress solutions featuring deep Salesforce and LeadConduit API integrations.
- Engineered custom landing pages utilizing Google Analytics data and SEO best practices to maximize conversion.

Cibaria International, Inc. | Director of Technology

Jan 2013 - Sept 2018

- Oversaw all organizational technology, server infrastructure, network security, and internal software architecture.
- Architected and developed a custom ERP system in Laravel for warehouse management, integrated with Magento for inventory sync.
- Mentored and led 1 Jr. Full-Stack Developer, successfully coaching them into a Senior-level role.

Chaparral Motorsports | Web Developer & Search Marketing Manager

Jan 2011 - Jan 2013

- Enhanced e-commerce revenue through responsive WordPress development and custom JavaScript interaction features.
- Strategically managed all SEO and PPC campaigns with a monthly spend of \$50,000, aligning technical optimization with ROI.

Law Offices of Marc Grossman | Web Developer & Online Marketing Manager

Jan 2009 - Jan 2011

- Led development of high-performance lead generation websites and custom digital marketing platforms.
- Architected a data-driven expansion strategy using PPC targeting for attorney services to establish physical satellite offices based on lead volume.
- Built a custom Ruby on Rails CRM solution integrated with enterprise .NET and WordPress environments.

Yellow Page National Directory Service | Jr. Web Developer

Jan 2007 - Jan 2009

- Created custom PHP applications and lead-generation tools for national accounts.
- Implemented foundational SEO strategies that significantly increased organic search leads.

Advanced Access | Online Marketing Specialist

Jan 2004 - Jan 2007

- Responsible for frontend development, SEO strategy, and PPC management for 100+ high-end real-estate sites.
- Optimized search performance and visibility for a network of over 40,000 customer websites.

EDUCATION & CERTIFICATIONS

UEI | Computer Systems Technician & Networking Cert

2004

Fontana High School | High School Diploma

1998