

BAILEY KILLIAN

Full-Stack Web Developer & Digital Project Manager | AI-Augmented Technology Leader

Kerrville, TX 78028 | +1 361 688 0409 | bailey.killian@gmail.com
baileykillian.com | linkedin.com/in/bekillian | github.com/incompletebiped

PROFESSIONAL SUMMARY

Full-stack Web Developer and Digital Project Manager with 12+ years of hands-on website development experience and 10+ years of project management experience, both woven through every role of my career, from custom WordPress and Payload CMS builds and React/Next.js projects to MySQL/MongoDB databases, Docker-based deployments, Linux server administration, and DNS/hosting configuration. I move fluidly between writing code and leading the teams that ship it, and I'm a stronger project manager for having done the build work myself. I know what the timeline actually looks like because I've built it from the ground up. Over the past two years I've built AI-augmented workflows into everything I do: Claude Code to accelerate development and build custom QA tooling, Claude Design to prototype interfaces, and Claude Cowork to orchestrate multi-step QA and project workflows, cutting turnaround time and improving consistency across every site I touch. I've trained, mentored, or directly managed staff in every role I've held, from a 20-person university department to cross-functional dev and QA teams today. Authorized to work in the US for any employer.

Core Competencies: Web & Digital Project Management · Full-Stack Development · Marketing & Lead-Generation Strategy · Cross-Functional Team Leadership · AI-Augmented Workflows

EXPERIENCE

QA Tools & Operations Lead

May 2025 – Present

SMB Team, Philadelphia, PA (Remote)

Lead QA operations across SMB Team's full portfolio of active web projects, partnering closely with lead project managers to keep every build on schedule and launch-ready. Spearheaded a shift to AI-augmented QA, building custom tools with Claude Code to automate content comparison, link validation, and performance-regression tracking, and using Claude Cowork to orchestrate multi-step QA workflows across the team. Directly manage a contract QA team member and serve as the team's go-to technical resource for QA standards, Asana workflow architecture, and web performance benchmarking.

- Designed and deployed AI-powered QA tools (built with Claude Code) for automated content comparison, link validation, and performance regression tracking.
- Built a Python script integrating multiple APIs to run on-demand malware scans across a 500+ site portfolio, flagging security issues before they reach clients.
- Standardized QA timelines by website size (small/medium/large), reducing scheduling variability across departments.
- Built custom Asana fields, rules, and dashboards to report QA queue times, completion rates, and aging metrics portfolio-wide.
- Directly manage a contract QA team member and lead cross-team initiatives to improve QA documentation, task automation, and dev/QA handoffs.

Senior Web Developer

June 2025 – August 2026

BxB Media, Detroit, MI (Remote)

Led design, development, and delivery of custom WordPress and Payload CMS websites for HVAC and home-services clients, owning the full build lifecycle from architecture through QA and launch. Built with HTML, CSS, JavaScript, React, Next.js, and Python alongside WordPress/CMS customization and custom plugin development, translating Figma designs into production code. Used Claude Code daily to accelerate builds and enforce coding standards, and Claude Design to prototype layouts and UI components ahead of development. Took on special initiatives outside core dev work, including building out LMS (learning management system) infrastructure for internal team training. Mentored and trained fellow developers, serving as a technical resource for code standards and process documentation.

- Spearheaded adoption of AI-assisted development tools (Claude Code, Claude Design), reducing build time and improving consistency across client deliverables.
- Built and maintained REST/API integrations, webhooks, and third-party service connections (including AI-assisted setup and Zapier automations) to extend client site functionality.

- Delivered custom WordPress, Payload CMS, TinaCMS, React, and Next.js-informed builds, including custom plugin development and Figma-to-code implementation, achieving strong performance scores through optimized code, image handling, and caching strategies.
- Deployed and maintained infrastructure across Vercel, AWS, and Google Cloud, including SSL certificate setup across staging and production environments, MySQL/MongoDB databases, Docker containers, and Linux-based server administration (including self-managed Linode instances).
- Managed version control and CI/CD through a public GitHub profile, GitHub Actions, and npm-based build tooling, handling day-to-day pushing, pulling, branching, forking, and merging via pull requests.
- Performed WordPress hardening, malware remediation, and firewall/security plugin management to keep client sites secure.
- Led a special project building out LMS infrastructure for internal team training, and mentored fellow developers on code standards and process documentation.
- Participated in weekly cross-functional dev triage (Agile/Scrum-adjacent) to prioritize bugs, features, and release timing.
- Collaborated with SEO and content teams to implement technical SEO best practices at the development stage.

Web Project Manager

August 2024 – June 2025

BxB Media, Detroit, MI (Remote)

Oversaw the end-to-end lifecycle of WordPress website builds for HVAC and home-services clients, managing timelines, QA, and client communication from kickoff through launch. Scoped and estimated new engagements, translating client requirements into project timelines and resourcing plans, and worked side-by-side with developers on technical planning and architecture decisions, giving me a project manager's fluency in the build itself, not just the schedule. Trained and mentored junior project coordinators on Notion/Slack workflows and QA handoff procedures.

- Managed multiple concurrent website projects, consistently delivering on time in a fully remote environment.
- Scoped and estimated web development engagements, translating client requirements into accurate timelines and resourcing plans.
- Streamlined the website build process, improving turnaround time through cross-functional coordination between PM, dev, and QA.
- Mentored junior project coordinators on tooling, workflow, and client communication standards.
- Implemented proactive project tracking procedures, improving deadline adherence and client satisfaction.
- Applied SEO best practices during development, improving organic search performance for client sites.

Web Support & Quality Assurance Specialist

April 2024 – May 2025

SMB Team, Philadelphia, PA (Remote)

Provided technical support and QA across a portfolio of client websites, using HTML, CSS, JavaScript, and CMS platforms to maintain, troubleshoot, and optimize live sites. Ran functional, regression, and automated (Selenium) testing to catch issues before launch, used GTmetrix and PageSpeed Insights to diagnose and resolve performance issues, and handled WordPress hardening, malware cleanup, and firewall/security plugin management to keep client sites secure. Mentored newer QA hires on testing procedures and documentation standards as the team grew.

- Reduced website downtime through proactive monitoring and maintenance procedures.
- Improved page load speed by 20% using GTmetrix and PageSpeed Insights diagnostics, boosting user satisfaction.
- Built and executed QA plans for multiple concurrent web projects, including automated regression testing with Selenium, ensuring error-free launches.
- Performed WordPress hardening, malware remediation, and firewall/security plugin management across the client portfolio.
- Mentored newer QA hires on testing procedures, tooling, and documentation.
- Implemented SEO best practices that improved site visibility and search rankings.

Digital Project Manager

April 2023 – April 2024

EZMARKETING, Lancaster, PA

Managed a portfolio of 100+ clients' digital marketing programs (SEO, Google Ads, and social media) using Asana to track schedules and budgets across simultaneous projects. Authored client proposals and scopes of work to support new business development, and functioned as second-in-command to the Director of Marketing, regularly leading the broader team (writers, web developers, social media managers, and SEO specialists) in his absence.

- Managed and delivered digital marketing projects for 100+ clients, consistently on time and on budget.
- Wrote client proposals and scopes of work supporting new business development.

- Stepped in to lead the marketing team in the Director's absence, maintaining continuity across projects and client relationships.
- Led strategic implementation of SEO, Google Ads, and social media campaigns, improving client KPIs.
- Motivated a diverse team of creative and technical professionals across web development, content, and SEO.

Director of Marketing and Web (Consulting)

2014 – 2023

Killian Consulting, Texas

Independent consultant delivering marketing, web development, and operational technology for clients across industries, spanning Scrum Master, project management, brand design, website management, VoIP, and CRM systems. Trained client teams and staff on the systems and processes I implemented.

- Built and managed client websites, VoIP systems, and CRM implementations as outsourced IT/technology manager.
- Served as primary budget owner and procurement lead for contracted engagements, including client proposal writing and scope development.
- Managed digital marketing including Google Ads, media buying, A/B testing, and PPC.
- Administered Google Workspace, Analytics, Tag Manager, and Search Console for client accounts.
- Mapped business systems and processes, training client staff on new tools and workflows.
- Consulted on startup formation, operational technology, and industry-specific training.

Director of Agent Services

July 2017 – March 2022

Keller Williams Realty Coastal Bend, Corpus Christi, TX

Hired as the sole Agent Services & Marketing employee for Keller Williams Realty Coastal Bend and grew the function into a team of 6–7 across 6 offices over five years, overseeing marketing, technology, operations, training, and onboarding for 300+ agents. Served as direct technology and marketing advisor to the Team Leader and Market Center Administrator (the office's functional CEO and CFO), presenting technology investments and marketing outcomes directly to ownership and stakeholders. Directly managed website development, IT budgets, and vendor relationships, while personally training agents and staff on KW Command CRM, lead generation, and productivity tools.

- Hired as the sole Agent Services & Marketing employee and grew the function to a team of 6–7 supporting all 6 offices over five years.
- Built and managed office websites and digital marketing, including social media and advertising, across all 6 offices.
- Served as direct technology and marketing advisor to the Team Leader and Market Center Administrator (the office's functional CEO/CFO), presenting technology and marketing outcomes to ownership and stakeholders.
- Owned IT budgeting and procurement for equipment, staffing, and software, reevaluating vendor contracts to achieve annual savings of \$50,000+.
- Delivered cost savings that consistently exceeded my own compensation year-over-year, per direct confirmation from the Market Center Administrator.
- Trained classes of up to 60 agents at a time on KW Command CRM and business-management workflows, coaching agents on running their own lead-generation project management.
- Designed security and access-control systems for all facilities and established SOPs for all positions.

Communications Coordinator

2013 – 2017

Texas A&M University – Kingsville, Kingsville, TX

Grew and led a department from 9 to 20+ employees, directly hiring, training, and managing performance for the full team while running data-driven recruitment and retention campaigns for the university, managed through the Talisma CRM.

- Grew the department from 9 to 20+ employees, directly hiring, training, and managing performance for the full team.
- Managed prospective-student recruitment campaigns and communications using the Talisma CRM.
- Applied lead-generation and conversion strategy to turn a pool of 50,000 prospective-student leads into a freshman class of 1,200, effectively selling the university's education product at scale.
- Oversaw call campaigns (60,000 calls/year), mail operations (800,000 pieces/year), and an automated email system (2M+ emails/year).
- Built a student ambassador program and cross-campus communications network.
- Administered a \$300,000+ departmental budget as primary budget owner and procurement lead, managing vendor contracts.

EDUCATION

Master of Science, English, Texas A&M University, Kingsville, TX (2011-2015)

Bachelor of Arts, English, Minor in Business Administration, Texas A&M University, Kingsville, TX (2007-2010)

TECHNICAL & LEADERSHIP SKILLS

Web Development: WordPress (custom plugin development, hardening & security), Payload CMS, TinaCMS, HTML, CSS, JavaScript, TypeScript, Python, React, Next.js, Figma (design-to-code), responsive/mobile-first design, cross-browser compatibility, web accessibility (WCAG)

Databases & Infrastructure: MySQL, MongoDB, phpMyAdmin, Docker, Linux server administration, Linode/VPS deployment, Vercel, AWS, Google Cloud, SSL certificate management, DNS configuration, hosting/server administration (cPanel Professional Certified), Git (branching, merging, pull requests, forking), public GitHub profile, GitHub Actions (CI/CD), npm & build tooling

QA & Performance Testing: Selenium (automated/regression testing), GTmetrix, PageSpeed Insights, functional & user-acceptance testing

Integrations & Automation: REST/API integrations, webhooks, third-party service integrations, Zapier, Claude Code, Claude Design, Claude Cowork, prompt engineering, Jasper AI, AI-powered QA tooling

Project & Team Leadership: Asana, Notion, Slack, Monday.com, ClickUp, Zoho Projects, Scrum/Agile (Certified Scrum Master), team management, mentoring & training, budget & procurement ownership, client proposal writing, scoping & estimating, stakeholder management

CRM Systems: Zoho CRM, Talisma, KW Command, Salesforce, HubSpot

Marketing & Analytics: SEO, Google Ads, Google Analytics, Google Tag Manager, Search Console, content strategy

CERTIFICATIONS

- Claude Academy (11 completion badges): AI Fluency Framework & Foundations, AI Fluency for Builders, AI Fluency for Creative Work, AI Fluency for Small Businesses, Teaching AI Fluency, AI Capabilities and Limitations, Claude 101, Claude Platform 101, Claude Code 101, Claude Code in Action, Introduction to Claude Cowork (September 2026)
- Certified Scrum Master · Professional Scrum Master™ I Certification · Scrum Foundation Professional Certification (SFPC)
- Asana Workflow Specialist (May 2025 – Present) · AI for Work Skill Badge · Asana Foundations Skill Badge · Jasper AI Certification (July 2023 – Present)
- Google Analytics · Google My Business · Google Ads (Search, Display & Measurement) Certifications · cPanel Professional Certification (CCP) · Remote Work Professional Certification · 3CX Basic Certification