

# Bailey Killian

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## Summary

Website Developer, QA Specialist, and Digital Project Manager with extensive experience building, testing, and launching high-performance websites. Skilled in WordPress development, website QA, and managing digital production workflows to ensure projects are delivered on time, within scope, and optimized for performance and accessibility. Specializes in using AI as a Prompt Engineer to create custom tools that streamline quality assurance, automate web audits, and improve project delivery speeds.

## Experience

### Web Project Manager

BxB Media

Aug 2024 – Present

As a Web Project Manager, oversee and coordinate the end-to-end lifecycle of WordPress website builds for HVAC and home service industry clients. Focus on client communication, project management, and quality assurance to ensure the successful and timely launch of SEO-optimized websites. Utilize project management tools such as Notion and Slack to track deliverables, manage timelines, and maintain clear communication with internal teams and clients. Collaborate with SEO specialists, designers, developers, and content writers to ensure project goals are met and websites align with best practices for usability, performance, and search engine optimization. Demonstrate strong organizational and communication skills by leading kickoff meetings, setting project expectations, and providing consistent updates to clients throughout the build process. Coordinate internal quality control reviews to deliver high-quality, error-free websites that exceed client expectations.

- Managed multiple website projects simultaneously, consistently delivering high-quality results in a fast-paced, fully remote environment.
- Successfully streamlined the website build process, improving project turnaround time by coordinating cross-functional team efforts.
- Implemented proactive project tracking procedures, resulting in improved deadline adherence and client satisfaction.
- Applied SEO best practices during site development phases, enhancing organic search performance for client websites.
- Maintained 100% compliance with internal process protocols while adapting project management approaches to meet unique client needs.

### Web Support & Quality Assurance Specialist

SMB Team

Apr 2024 – Aug 2024

In the role of Web Support & Quality Assurance Specialist, ensured the seamless operation and high performance of multiple websites across various industries. Focused on providing technical support, conducting rigorous quality assurance tests, and enhancing user experience through continuous website improvements. Leveraged technical proficiency in HTML, CSS, JavaScript, and CMS platforms to manage website maintenance, troubleshoot issues, and implement performance optimizations. Collaborated closely with design and development teams to improve website usability and accessibility. With exceptional problem-solving skills and attention to detail, conducted comprehensive testing, including functional, regression, and user acceptance testing, to identify and resolve bugs and usability concerns. Ensured websites remained up-to-date with the latest technologies and standards. As an effective communicator, bridged the technical gap between the internal team and external clients, ensuring smooth collaboration and mutual understanding.

- Successfully reduced website downtime by implementing proactive monitoring and maintenance procedures.
- Enhanced website performance, resulting in a 20% increase in page load speed and improved user satisfaction.
- Developed and executed comprehensive quality assurance plans for multiple web projects, ensuring timely and error-free launches.

- Implemented SEO best practices, improving website visibility and search engine rankings.
- Maintained detailed documentation and generated reports to track website performance and support activities.

## **Digital Project Manager**

### **EZMarketing**

Apr 2023 – April 2024

In the role of Digital Project Manager, managed a portfolio of over 100 clients across various industries with a focus on executing effective digital marketing strategies through SEO, Google Ads, and Social Media campaigns. Utilized expertise in Asana to maintain, update, and manage multiple projects simultaneously, adhering to their respective schedules and budgets. Leveraged superior marketing skills and industry best practices to guide and motivate a diverse team of Writers, Web Developers, Social Media Managers, and SEO Specialists, delivering top-tier results for clients. With a deep understanding of the customer service landscape, fostered exceptional client relationships, managing projects from conception to final delivery. As an effective communicator, adeptly bridged the technical gap between the internal team and external clients, ensuring smooth collaboration and mutual understanding.

- Successfully managed and delivered digital marketing projects for over 100 clients, consistently meeting project timelines and budget constraints.
- Led the strategic implementation of SEO, Google Ads, and Social Media campaigns, contributing to significant improvements in client KPIs.
- Motivated a diverse team of creative and technical professionals, fostering a culture of high-quality work and impressive results.
- Successfully communicated complex technical issues, enhancing understanding and collaboration between clients and the internal team.
- Exhibited excellent organizational skills, resulting in smooth operations and effective management of multiple projects.

## **Project Manager**

### **Killian Consulting**

2014 - 2023

Collaborated with clients on both contract and full-time basis, delivering major components of operations and technology across various industries. My broad expertise encompasses Scrum Master, project management, digital marketing, brand design, website management, VOIP systems, CRM systems, and productivity coaching.

- Collaborated with team members to develop project timelines, sprints, and tasks for successful completion.
- Managed digital marketing for contracted projects, including Google Ads, media buying, A/B testing, and PPC.
- Served as an outsourced IT Manager for businesses, streamlining processes and improving efficiency.
- Administered Google Workspace, Google My Business, Analytics, Keyword Planner, and Search Console.
- Consulted for startup business formation, operational technology, and providing industry-specific training.
- Mapped existing business systems and processes, recommending improvements for increased efficiency.
- Provided counsel to executives and collaborating with senior management on strategic planning initiatives.

## **Director of Innovation and Technology**

### **Keller Williams Coastal Bend**

Jul 2017 - Mar 2022

Led the Agent Services team across 6 offices, overseeing information technology, operations, training, customer success, and new agent onboarding for over 300 agents.

- Collaborated cross-functionally with the Director of Marketing to bolster marketing efforts and drive business growth.
- Tracked IT operating budgets, as well as conducted cost-benefit analyses for IT spending initiatives.
- Enhanced user experience via help desk support, training classes, webinars, system improvements, and communication of system changes.
- Conducted group and individual training sessions on lead generation, CRM systems, business practices, software

utilization, and productivity coaching.

- Prioritized frameworks for technology evaluation and communication with business stakeholders.
- Reevaluated vendor contracts and achieved annual savings of over \$60,000.
- Managed marketing materials for social media, mass media, video, and podcasting.
- Fostered customer success by proactively understanding and addressing customer needs, building long-term relationships, and maximizing customer lifetime value.

## Communications Coordinator

Texas A&M University - Kingsville

Sep 2012 - Feb 2017

Developed and executed data-driven marketing campaigns targeting prospective students for recruitment and retention.

- Designed and implemented a student ambassador program to aid in recruiting and establishing a communications network between current and prospective students.
- Managed a department with 20+ employees, overseeing call campaigns (60,000 calls/year), mail operations (800,000 mail pieces/year), and an automated communications system that issued over 2 million emails per year.
- Targeted a freshman class of 1,200 students from 50,000 prospects across the state through an 18-month process.
- Administered a departmental budget of over \$300,000 and managing vendor contracts.

## Education

**Texas A&M University - Kingsville**

Master of Science, English Literature

2011 - 2015

**Texas A&M University - Kingsville**

Bachelor of Arts, English Literature

2007 - 2010

Major: English Literature

Minor: Business Administration

## Licenses & Certifications

Asana Workflow Specialist

AI for Work Skill Badge

Asana Foundations Skill Badge

Jasper AI Certified

Certified Scrum Master

Google Analytics Certification

cPanel Professional

## Skills

- Google Workspace (13+ years)
- Microsoft Office (13+ years)
- WordPress Development & Management (13+ years)
- Project Management & Workflow Optimization (8+ years)
- Team Collaboration Tools (Asana, Trello, Slack) (8+ years)
- Remote Team Leadership & Communication (8+ years)
- Website Quality Assurance (QA) & Testing (8+ years)
- Front-End Website Design (HTML, CSS) (8+ years)
- Cross-Browser and Device Compatibility Testing (8+ years)
- Web Performance Optimization & Troubleshooting (8+ years)
- SEO Best Practices for Website Development (8+ years)
- Website Accessibility & Usability Testing (5+ years)
- AI Prompt Engineering for QA & Automation (2+ years)