Bailey Killian

Kerrville, Texas, United States baileykillian@outlook.com | 361-688-0409 | linkedin.com/in/bekillian

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

QA Tools & Operations Lead

SMB Team

May 2025 – Present

Promoted to lead of QA operations, overseeing quality assurance processes across all active web projects. Spearheaded the integration of AI tools and developed operational workflows to streamline QA, improve site reliability, and reduce turnaround time. Managed portfolio-wide implementation of metrics and dashboards using Asana to track quality assurance KPIs, including QA cycle times, issue resolution rates, and page-size-based benchmarks for completion speed. Built scalable systems for cross-functional visibility into QA performance and project status. Introduced automation and custom field logic within Asana to drive accountability and enhance operational clarity. Partnered with developers, project managers, and executive leadership to identify bottlenecks, standardize QA checklists, and drive continuous improvement.

- Designed and deployed AI-powered tools to assist with automated content comparison, link validation, and performance regression tracking.
- Standardized QA timelines by website size (small, medium, large), reducing variability and improving scheduling accuracy across departments.
- Built custom Asana fields, rules, and dashboards to report QA queue times, completion rates, and aging metrics portfolio wide.
- Led cross-team initiatives to improve QA documentation, enhance task automation, and strengthen handoffs between QA and dev.

Web Support & Quality Assurance Specialist

SMB Team

Apr 2024 – May 2025

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
Specialization: Philosophy

Licenses & Certifications
Asana Workflow Specialist
     AI for Work Skill Badge
     Asana Foundations Skill Badge
Jasper AI Certified
CertiProf Remote Work
Certified Scrum Master
Google Analytics Certification
Google My Business
cPanel Professional

Skills
- Project Management & Workflow Optimization (8+ years)
- WordPress Development & Management (10+ years)
- Website Quality Assurance (QA) & Testing (8+ years)
- Front-End Website Design (HTML, CSS) (8+ years)
- Web Performance Optimization & Troubleshooting (8+ years)
- SEO Best Practices for Website Development (8+ years)
- AI Prompt Engineering for QA & Automation (2+ years)
- Website Accessibility & Usability Testing (5+ years)
- Cross-Browser and Device Compatibility Testing (8+ years)
- Google Workspace & Microsoft Office (10+ years)
- Team Collaboration Tools (Asana, Trello, Slack) (8+ years)
- Remote Team Leadership & Communication (8+ years)