Brian Clark

Senior Web Developer

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SUMMARY

Senior web developer with 10+ years building, scaling, and maintaining marketing and e-commerce websites. Deep expertise across WordPress, Shopify, and Craft CMS with a strong frontend focus (HTML, CSS, SCSS, JavaScript) and production PHP. Agency technical lead experienced in owning full project lifecycles, managing hosting infrastructure, and mentoring subcontracted developers. Builds internal business applications with AI coding assistants (Claude Code, Codex).

SKILLS

Frontend: HTML5, CSS3, SCSS/Sass, JavaScript (ES6+), jQuery, Tailwind CSS, Bootstrap, Liquid, Twig, responsive web design
CMS and Platforms: WordPress, Shopify, Shopify Plus, Craft CMS, Bolt CMS
Backend and Data: PHP, MySQL, REST APIs, webhooks, third-party integrations
AI-Assisted Development: Claude Code, Codex, agentic coding workflows, internal tool and application development
Integrations and Automation: Zapier, Make.com, cross-platform workflow automation, Klaviyo, Mailchimp
Build and Workflow: Git, GitHub, npm, Vite, Webpack, code review, technical documentation
Performance and Analytics: Core Web Vitals, Lighthouse, GA4, WCAG accessibility, SEO
Infrastructure: Linux, cPanel, DigitalOcean, DNS management, site migrations, website security
Design: Figma, Adobe Creative Suite (Photoshop, Illustrator, InDesign)

EXPERIENCE

Technical Director - Blackbird Digital, LLC, Coeur d'Alene, ID
Dec 2021 - Present

- Serve as senior technical authority for web architecture and platform decisions across all agency client work
- Lead development on WordPress, Shopify, and Craft CMS builds for a portfolio of active e-commerce and marketing clients
- Hire, onboard, and manage subcontracted designers and developers to scale delivery capacity
- Establish development workflows, coding standards, code review practice, and technical documentation
- Build internal business applications with AI coding assistants (Claude Code, Codex), including lead generation, marketing analytics, and team communication tools
- Implement cross-platform integrations and workflow automation with Zapier, Make.com, and REST APIs
- Partner directly with clients and marketing stakeholders to translate business goals into scoped technical work

Web Operations Manager - UNI KEY Health Systems, Inc., Coeur d'Alene, ID
Mar 2020 - Dec 2021

- Owned development and day-to-day operation of unikeyhealth.com on Shopify Plus
- Maintained supporting marketing sites on WordPress and Craft CMS
- Administered Klaviyo email marketing: segmentation, automated flows, campaigns, and capture forms
- Supported digital and print design needs across marketing and operations teams

Lead Developer - Bahlr Media (formerly Seejepp Studio), Coeur d'Alene, ID
Apr 2017 - Mar 2020
SEO Specialist and Web Designer (Apr 2017 - Apr 2018)

- Built and maintained 30+ client websites across WordPress, Shopify, Craft CMS, and Bolt CMS
- Developed custom frontend interfaces with HTML, CSS, JavaScript, PHP, and Twig
- Provisioned, configured, and maintained Linux cloud servers for client hosting
- Served as primary technical resource for long-term client maintenance and platform upgrades
- Delivered SEO strategy and on-page optimization for client web presence

Front End Web Developer - CW Wraps and Marketing, Post Falls, ID
Dec 2016 - Apr 2017

- Built client websites and produced content, social media assets, and video for marketing campaigns

Front End Web Developer - Zipline Interactive, Spokane, WA
May 2016 - Nov 2016

- Developed responsive frontend interfaces for agency client websites

ADDITIONAL EXPERIENCE

Founder - Inland Elite Hosting, Hayden, ID
Mar 2026 - Present

- Founded a managed WordPress hosting company serving small businesses, professionals, and creative agencies
- Provide managed hosting, site migrations, performance optimization, security monitoring, backups, and Google Workspace administration

Adjunct Professor, Web Design - North Idaho College, Coeur d'Alene, ID
Aug 2023 - May 2024

- Taught web design and development coursework covering HTML, CSS, JavaScript, and PHP, alongside layout, typography, and responsive design
- Developed curriculum, assessed student projects, and advised students on portfolio and industry practice

Independent Web Developer - Brian Clark Design, Hayden, ID
Jan 2016 - Present

- Develop and maintain 30+ active client websites on WordPress, Shopify, and Craft CMS
- Manage hosting infrastructure for approximately 30 monthly retainer clients on cPanel and DigitalOcean
- Provide ongoing performance optimization, security updates, and direct client support

SELECTED PROJECTS

Long-Form Collaborative Writing Platform
Personal project - built with Claude Code and Codex

- Designed state management for long-form content generation, preserving continuity and factual consistency across documents that exceed a single model context window
- Built context management strategies that minimize model drift over extended generation runs
- Applied work in LLM application architecture and agentic coding workflows

EDUCATION

North Idaho College - Coeur d'Alene, ID
2013 - 2016
Associate of Applied Science, Web Design; Associate of Applied Science, Web Development

Continuing Education
Self-directed coursework in JavaScript, frontend frameworks, PHP, Python, and Shopify theme development

MILITARY SERVICE

United States Navy - Navigation Electronics Technician, Submarines (SSN), Pearl Harbor, HI
Jul 2000 - Jul 2005
Held DoD Top Secret / SCI clearance (inactive).