

BRADLEY R. CLAMPITT

Roachdale, Indiana 46172 - (317) 348-0533 – bradclampitt@gmail.com
[linkedin.com/in/bradclampitt](https://www.linkedin.com/in/bradclampitt)

Seasoned Full Stack Developer and Digital Systems Executive with 20+ years of experience architecting eCommerce platforms, modernizing cloud infrastructure, and leading cross-functional teams. Proven ability to scale systems, reduce costs, and align digital strategy with business growth. Deep expertise in Magento, AWS, mobile app development, and custom systems integration.

Magento 2 Expert - E-commerce Architect - Web Development - Project Management
Performance Tuning - AWS Cloud Infrastructure - Digital Transformation - Documentations

WORK EXPERIENCE

Vice President of Digital Systems – Sokolin LLC, Yaphank, NY

10/2022 – 06/2025

- Led Magento 2 upgrades and full Hyvä theme redesign.
- Directed Flutter-based mobile app development, reducing costs by 45%.
- Restructured digital department workflows, saving over \$30K annually.
- Helped generate \$1M+ in new yearly sales and acquire 200K+ new customers.

Lead Magento 2 Developer (Concurrent Role)

10/2022 – 06/2025

- Rebuilt AWS EC2 architecture to improve security, scalability, and performance.
- Architected and built custom Magento 2 modules to support:
 - Enhanced customer order processing workflows and advanced validation logic.
 - Liquid asset storage management for specialized wine inventory.
 - ERP-integrated modules for order history, inventory management, and shipping operations.
 - Additional modules for operational automation, business-specific workflows, and marketing integrations.
- Developed GraphQL endpoints to support seamless mobile app integration.
- Automated EC2 provisioning, cron tasks, and product image processing pipelines.
- Authored and maintained comprehensive technical documentation for all custom modules, infrastructure services, and deployment processes.
- Created detailed internal documentation covering vendor integrations, system architecture, daily operational workflows, and stakeholder-facing process guides.
- Ensured all code and modules remained Hyvä-compatible and fully performance optimized.

Senior Web Developer – Sokolin LLC, Yaphank, NY

10/2020 - 10/2022

- Built custom Magento 2 modules to support:
 - Checkout experience improvements, including dynamic shipping restrictions and validation logic based on state regulations and products in the cart.
 - Product page components to display compliance notices, inventory messaging, and shipping limitations dynamically.
- Customized EC2 Linux servers to improve security and maintain high uptime standards.
- Authored extensive internal documentation for custom modules, day-to-day digital operations, vendor integrations, and cross-departmental workflows.

- Implemented Jira/Confluence-based Agile workflows to streamline project tracking and reporting.
- Supported product photography, asset editing, and conducted cross-departmental training sessions.

Senior Web Developer – US Water Systems, Inc., Indianapolis, IN

01/2020 - 08/2020

- Led code reviews, Magento 2 module audits, and successful migrations from Magento 1 to Magento 2, including product imports and theme/module upgrades.
- Designed, built, tested, and implemented robust, scalable Magento 2 modules; customized and revised third-party vendor modules to meet business needs.
- Deployed Docker-based local development environments (Nginx, Varnish, PHP-FPM, MariaDB, Elasticsearch, RabbitMQ, Redis, Traefik, Dnsmasq, Portainer) on Windows, Linux, and MacOS using PhpStorm and VS Code.
- Supported frontend and backend development (PHP, HTML5, CSS3, JavaScript, XML); ensured cross-browser and multi-device compatibility.
- Collaborated with external developers on Git-managed code merges, deployments, and versioning; provided technical support to Sales and CSR teams for eCommerce operations.
- Conducted A/B and performance testing to optimize usability and reliability.
- Authored detailed process documentation and internal guides to support the marketing team and cross-department initiatives.
- Played a central role in coordinating design rollouts, feature development, and product launches.

B2B Ecommerce Manager – Fineline Printing Group, Indianapolis, IN

07/2019 - 10/2019

- Oversaw multi-site Magento 2 environment with enhanced custom extensions: maintained and customized themes to support client-specific needs.
- Managed day-to-day storefront operations, onboarding, product setups, and order management; directly supervised two team members.
- Worked closely with Sales, Customer Service, and Technical Solutions teams to align platform improvements with business strategy.
- Coordinated development tasks and roadmaps via Asana and internal systems; performed product photography and editing to maintain brand consistency.
- Authored internal documentation and process guides, contributing to more efficient cross-team collaboration.

General Manager – Ultrasun USA, Inc., Indianapolis, IN

11/2007 - 03/2019

- Directed all business operations, staff hiring and development, budgeting, and scheduling for a nationwide wellness equipment distributor.
- Managed a 42,500+ product catalog and executed eCommerce strategy, growing annual online sales to over \$2 million.
- Oversaw online marketing campaigns (SEO, Google Ads, social media), maintained analytics and advertising accounts, and managed company blogs and news.
- Traveled around the U.S. servicing tanning equipment and building relationships with customers for the company and our distributors who needed assistance.
- Traveled extensively throughout the US servicing equipment and building relationships with customers and distributors; provided in-person technical support and strategic business guidance.
- Hosted suite parties at trade shows for distributors and high-value customers; led educational sessions on new products and emerging industry trends.
- Traveled to Germany and the Netherlands for specialized equipment training and collaborated on product enhancements and new feature development with international engineering teams.

Lead Web Developer (Concurrent Role)

11/2007 – 03/2019

- Responsible for the Ultrasun global portfolio (Ultrasun, Sunfit, Gardasun, freeSTAYL, CollagenicMachines, Dr. Muller, Transpashutters, and BeautyLight); development, programming, content, maintenance and updates for the portfolio of more than 200 domains and websites.
- Led global web portfolio management (over 200 domains/sites), including architecture, content, maintenance, and standardized branding using WordPress/WooCommerce and Magento.
- Integrated Magento and WordPress to create unified help and knowledge centers, improving support workflows and consolidating resources.
- Developed multi-store, multi-site setups with advanced customer segmentation, pricing strategies, and custom product configurations.
- Coordinated UI/UX design efforts, creating hundreds of mobile-friendly, responsive pages.
- Fostered cross-functional collaboration with marketing, product, and external development teams, driving continuous improvement in customer journey and online performance.
- Enhanced operational workflows and coordinated digital marketing, SEO, and social initiatives to support business growth.

Operations Manager – Ultrasun USA, Inc., Indianapolis, IN

02/2003 – 11/2007

- Created detailed training materials, including a 200+ page technical manual, and supported US trade show and FDA compliance efforts.
- Directed daily operations of 10+ employees, developed training materials, and designed visual content for online knowledge centers and trade shows.
- Led US trade shows and FDA compliance initiatives.

EDUCATION

Associate's degree - Computer Networking Systems Technology

1999-2001

ITT Technical Institute – Indianapolis, IN

- Transferred from Electrical Engineering Technology, when CNST became available.

PROFESSIONAL DEVELOPMENT

Magento 2 Developer Training (Ongoing)

11/2022 - present

M.academy University - Remote

- Focused on advanced Magento 2 development, best practices, and performance optimization.

Online Coursework – Udemy.com

03/2015 – present

- Wide range of courses selected and taken over the years.