RYAN CLAYTON

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Summary

Web Development Manager with 9+ years building scalable web platforms and the integrations that power multi-brand lead generation. Led enterprise rebrand across 7 web properties—architecting migration from legacy systems to modern Jamstack with zero downtime. Hands-on technical leader (JavaScript, Vue, React, Node.js, AWS) who ships code while owning architecture decisions, CI/CD pipelines, and infrastructure. Deep experience integrating websites with CRM, marketing automation, and analytics platforms. Strong track record in vendor management, security protocols, and cross-functional delivery.

Technical Skills

Web Development: JavaScript/ES6+ • TypeScript • Vue.js (Nuxt, Gridsome) • React (Gatsby) • Astro • Node.js • HTML5/CSS3 • Tailwind

Mobile: Swift • Metal shaders • iOS development

CMS & Architecture: Contentful • WordPress • HubSpot • Webflow • Turborepo • Composable architecture • Design systems • Feature flags

Infrastructure & DevOps: AWS (Lambda, CloudFront, S3, Route53) • Netlify • CircleCI • GitHub • BitBucket • CI/CD pipelines • SSL/TLS • DataDog

Analytics & SEO: Google Tag Manager (multi-container) • GA4 • Server-side tagging • Core Web Vitals • SEMrush • Ahrefs • Screaming Frog

Marketing Tech & CRM: Marketo • HubSpot • Salesforce • 6sense • Optimizely • VWO • Lead routing • Lifecycle automation

Tools & Methods: Git • Jira • Agile/Scrum • Vendor management • Contract negotiation • RACI documentation • Capacity planning

Experience

Senior Web Development Manager

8am (formerly AffiniPay) • Austin, TX (Remote) • 2016 – 2025

B2B fintech/legaltech SaaS serving 7 brands. Web properties are the primary acquisition channel—owned all platforms, marketing technology integrations, and cross-functional GTM delivery.

Multi-Brand Web Development & UX

- Led company-wide rebrand across 7 web properties (MyCase, LawPay, Docketwise, CasePeer, CPACharge, ClientPay, corporate)—full-stack migration with zero downtime
- Architected migration from legacy PHP/WordPress to modern Jamstack (Astro, AWS Lambda, Contentful, Netlify CI/CD); built micro front-end architecture with feature flagging and Turborepo—reduced technical debt 60%
- Own all framework and infrastructure decisions; implemented conversion-focused UX improvements across landing pages and lead funnels
- Oversaw code quality, accessibility standards, and deployment workflows; active code contributor (Vue, Astro islands, Lambda functions)
- Built component-based design system enabling rapid experimentation and consistent on-brand experiences across all properties

Marketing Automation, CRM & Lead Flow

- Architected Marketo integration with websites, forms, APIs, and advertising platforms—ensuring accurate lead routing, scoring, and lifecycle automation
- Built Salesforce data pipelines connecting web to CRM; designed workflows for lead attribution and conversion tracking across all properties
- Integrated 6sense for account-based personalization—connected intent signals to sales workflows and segmented experiences
- Developed PLG routing infrastructure (AWS proxy services) routing users through self-serve or sales-assist flows based on journey signals

Analytics, GTM & Tracking Infrastructure

- Owned Google Tag Manager setup and governance across all brand properties—managed tags, triggers, variables, and event tracking

- Architected GA4 implementation with server-side tagging for improved data accuracy, privacy compliance, and page performance
- Led A/B testing program (Optimizely, VWO)—developed testing methodology and Visual CMS integration that increased conversion rates
- Established data governance including GDPR compliance, tagging standards ensuring measurement accuracy across touchpoints

Third-Party Integrations & Vendor Management
- Primary owner of third-party integrations across digital ecosystem: hosting providers, marketing platforms, CRM, analytics tools, and partner APIs
- Built automated workflows connecting Contentful webhooks to Netlify build triggers, Slack notifications, and downstream systems
- Integrated Impact (partnership platform) for affiliate acquisition tracking across web properties
- Own vendor relationships and contract negotiations (AWS, Contentful, Netlify, Marketo)—reduced infrastructure costs 20%

Security, Infrastructure & Operations
- Security lead for web platforms: SSL/TLS management, access controls, monitoring, and patching protocols
- Partnered with InfoSec to lead SOC2 compliance efforts across web properties
- Oversee hosting infrastructure, DNS, uptime monitoring, and disaster recovery planning with hosting providers
- Established escalation paths and incident response protocols; served as incident commander during outages
- Created RACI documentation for systems, integrations, and operational responsibilities across teams

Team Leadership & Project Management
- Designed 5-team organizational structure with capacity planning models (80/20 roadmap/requests) and sprint frameworks
- Coordinated across Sales, Marketing, Product, and Engineering on roadmap priorities and system requirements
- Managed team members and agencies; held third-party vendors accountable with clear scopes and timelines

Projects

GTM Sales Dashboard — Web App • Live Demo • GitHub

AI-powered sales operations dashboard with conversational business intelligence. Integrates Claude AI for natural language lead analysis, content generation, and pipeline insights. Built with React, TypeScript, Zustand, and Netlify Functions; connects to 6sense, Salesforce, and Slack APIs.

Fever Dream — iOS App • App Store

Independently designed and built real-time audio-reactive visual processor using Swift and Metal shaders. Transforms iPhone camera into live visual effects synced to audio input for music video production and live performance.

Earlier Experience

Front End Developer — RankHammer (2015–2016): Full-stack WordPress, Vagrant, Trellis Roots, Ansible, Git; custom themes with Sage and ACF

Freelance Web Developer — Dallas (2015): Contract development for agencies; WordPress, e-commerce, responsive builds

Web Designer & Developer — QuickSilver Interactive (2014–2015): UI/UX design, Bootstrap, Foundation, jQuery; PHP/Rails integration

Web Developer — Ride For The Brand (2010–2014): Full-stack, Angular.js, e-commerce (Magento, WooCommerce), DNS/server management; 4 AAF ADDY Awards

Education

Bachelor of Fine Arts, Visual Communications (Graphic Design) • University of Texas at Arlington • 2009