

# BRETT SNYDER — Marketing Frontend Developer

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## PROFESSIONAL SUMMARY

Marketing Web Developer with 9+ years enterprise experience at Imagine Learning, specializing in high-converting landing pages, Shopify/Liquid customization, and responsive web experiences. Native expertise in HTML5, CSS3, JavaScript with AI-assisted proficiency in React, Next.js, TypeScript. Combines frontend dev with professional UI/UX design skills to accelerate campaign launches and streamline design-to-dev workflows. Proven track record managing 10+ WordPress sites, migrating 3 enterprise Shopify sites, and building custom marketing sections that replaced paid apps.

## CORE COMPETENCIES

**Frontend Dev:** HTML5 • CSS3 • JavaScript (ES6+) • React • Next.js • TypeScript • Tailwind • Responsive Design

**E-commerce/CMS:** Shopify Plus • Liquid • WordPress • PHP • Pantheon.io • Custom Theme Dev

**Marketing:** Landing Pages • Lead Gen • CRO • A/B Testing • Responsive Email • Campaign Optimization

**Design/UX:** UI/UX Design • Figma • Wireframing • Prototyping • Design Systems

**AI Dev:** Prompt Engineering • AI-accelerated Prototyping • JSON Workflows • Supabase • Vercel

**Tools:** Git/GitHub • Cross-browser Testing • WCAG • Performance Optimization

## PROFESSIONAL EXPERIENCE

### Product/Web Developer — Cosaint, Inc.

November 2025 – Present | Queen Creek, AZ

- **Architected and launched CyWire.com SaaS platform** from concept to production using Next.js, React, TypeScript, Tailwind, Supabase, and Vercel—featuring AI prompt engineering tools, JSON schema validation, community marketplace w/ auth, document intelligence, and dashboard analytics.
- **Demonstrated rapid full-stack execution** by building complete production app using AI-assisted dev workflows, showcasing ability to deliver modern web apps with professional frontend architecture and UX design.

### Imagine Learning (formerly Weld North Education / Glynnlyon Inc.)

October 2016 – October 2025 | 9 Years — Role Progression in Marketing & Frontend Development

#### Marketing Web Developer

March 2022 – October 2025 | Arizona (Remote)

- **Managed enterprise marketing web infrastructure:** Designed/developed pages for 10+ WordPress sites on Pantheon.io, created migration plan/estimates and led Shopify migration of 3 e-commerce sites from legacy .NET CMS, designed/developed custom frontend Liquid/Schema marketing sections replacing paid apps, developed HTML5 Master Blocks system reducing landing page production time 40% across 50+ conversion-focused pages.
- **Accelerated campaign execution combining design/dev expertise:** Translated Figma designs to pixel-accurate accessible markup, designed/coded responsive HTML emails, optimized pages using A/B testing/heatmap data, mentored 12+ team members, eliminated designer-dev handoff delays for rapid iteration.

#### UI/UX Designer/Developer

April 2019 – March 2022 | Chandler, AZ (Hybrid)

- Led UI/UX design and frontend dev for marketing/product web experiences, managed WordPress sites on Pantheon.io, created high-fidelity Figma and HTML prototypes from scratch.
- Built responsive HTML prototypes incl. Monarch Catalog project w/ working interactions for dev handoff, collaborated with cross-functional teams to refine user flows/usability.

#### Senior Designer

October 2016 – April 2019 | Chandler, AZ

- Established enterprise WordPress mgmt practices on Pantheon.io, designed/developed responsive landing pages, emails, campaign assets.
- Created master HTML email system w/ CRM-ready templates that became company standard, managed design-to-code pipeline, applied A/B testing insights to optimize conversions.

## **EARLIER EXPERIENCE**

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### **Front-end Developer/Designer | 2006 – 2016**

Contract work with enterprise clients including Pearson Online Learning (responsive email systems), Rio Salado College (portal redesign), and Net Media Group (A/B testing and conversion optimization). Earlier graphic design roles at Franklin Covey, Nu Skin, and Studeo Interactive Direct before transitioning to web development.

## **EDUCATION**

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**Brigham Young University** — Graphic Design

**Brigham Young University–Idaho** — Associates Degree, Fine Art