

JOSHUA HOLTZCLAW

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PROFESSIONAL SUMMARY

Web and Application Development Specialist with 14+ years of experience across e-commerce, custom applications, and marketing platforms. Proven leader in managing teams, overseeing large-scale projects, and driving solutions from concept to deployment. Highly skilled in UX/UI design, software engineering, and cloud-based systems. Adept at Agile/SCRUM delivery, performance optimization, and building secure, accessible experiences.

CORE COMPETENCIES

Languages: JavaScript/TypeScript, C#, PHP, Python, Perl, Ruby, SQL, HTML5, CSS3/SCSS

Frameworks & Libraries: React.js, Vue.js, Next.js, ASP.NET, Razor/Blazor, Node.js, jQuery, Bootstrap, Tailwind, Drupal, WordPress

Cloud, Backend & DevOps: Azure, Google Cloud, Cloudflare, Jenkins, Git, API Integrations, MySQL, Oracle, Linux, REST APIs

Tools & Practices: Agile/SCRUM, Perforce, GitHub Copilot, WCAG Accessibility, PCI Compliance, SEO Optimization, UX/UI Design, Project Leadership

Data & Analytics / Marketing: Tableau, Qlik Sense, Google Analytics, AdSense, SEM, social media APIs, Mailchimp, SQL procedural workflows

PROFESSIONAL EXPERIENCE

Books-A-Million, Inc. — Birmingham, AL

Senior Web Developer | January 2025 – Present

- Lead a team of 8 developers building and maintaining a high-traffic e-commerce platform serving 4M+ monthly visitors.
- Implement and tune Constructor.io search and discovery experiences, including relevance improvements and API-driven enrichment to improve findability and conversion.
- Built internal AI-powered book discovery tools that integrate LLM APIs with existing catalog and search services, accelerating research and reducing manual triage.
- Establish code review standards, architectural best practices, and release discipline that reduced production defects across key applications.
- Partner with stakeholders, product, design, and QA to scope work, define technical requirements, and deliver on schedule.

OP Solutions — Birmingham, AL

Partner / Director of Communication | 2024 – Present

- Co-led the merger of Territory 3 into OP Solutions, expanding services and operational capacity.
- Delivered enterprise-grade solutions to high-profile clients including Chick-fil-A, Workplay, and Brother Bryan Ministries.
- Manage end-to-end development of scalable web applications, integrating modern frameworks such as React.js and Vue.js.
- Direct SEO and SEM strategies to improve online visibility and lead generation.
- Foster a collaborative environment across developers, designers, and project managers.

O'Neal Steel — Birmingham, AL

Developer | 2020 – November 2024

- Designed and implemented front-end features for the Pronto e-commerce platform, aligning UX with business objectives.
- Spearheaded page-load optimization, reducing load times by 25%+ through efficient coding and architecture improvements.

- Led development and deployment of systems such as Next Stop Notifications and Realtime Delivery Tracking to enhance operational efficiency.
- Supported migration of the Pronto platform to Azure, ensuring smooth cloud integration and stability.
- Partnered with marketing to revamp automated email templates, boosting engagement and brand alignment.

Brilliance LLC — Boca Raton, FL

Lead Developer | 2018 – 2020

- Oversaw product feed development for 800,000+ SKUs, integrating marketing and inventory data for a high-performing e-commerce ecosystem.
- Improved time-on-site and conversion rates by 30%+ by optimizing UX/UI and implementing advanced SEO strategies.
- Designed and developed a Vue.js-powered Diamond Search & Comparison Tool, significantly improving customer engagement.
- Managed 13 Linux servers; leveraged Cloudflare CDN and New Relic for performance optimization and compliance.
- Developed and managed automated marketing funnels using email and multiple ad network APIs.

Territory 3 — Pelham, AL

Founder / Developer | 2010 – 2024

- Delivered enterprise-grade solutions for clients such as Chick-fil-A, ESEE Knives, and LifeWay.
- Created event management systems for large-scale conferences using Drupal CMS and custom API solutions.
- Designed a content delivery platform processing millions in transactions annually for education clients.
- Led a team of developers, fostering a collaborative environment and ensuring timely project delivery.

FORM — Cleveland, OH

Web Developer | 2012 – 2013

- Developed websites using JavaScript and an in-house CMS, collaborating closely with creative teams to deliver high-impact projects.
- Worked with design throughout the full project cycle, from requirements through launch.
- Measured and diagnosed performance issues using Lighthouse and other SEO/SEM tools to improve organic exposure.
- Managed API integrations and ensured deliverables met high quality standards.

Student Life — Birmingham, AL

Web Developer | 2009 – 2012

- Pioneered responsive web design for multi-device compatibility before it became an industry standard.
- Created custom CMS modules, ordering systems, and content delivery solutions later purchased by external clients in a multi-million dollar deal.

EDUCATION

Jefferson State Community College — Birmingham, AL — Focus in Development Fundamentals

Professional Development: Attended 20+ code and technology events.