Joshua Holtzclaw

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Web and Application Development Specialist with 14+ years of experience across e-commerce, custom applications, and marketing platforms. Proven leader in engineering strategy, team building, and cross-functional execution. Experienced guiding organizations from startup through scale on architecture decisions, technology selection, and AI adoption.

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 · AWS · Google Cloud · Cloudflare · Jenkins · Git · API Integrations · MySQL · Oracle · Linux · REST APIs

DATA, ANALYTICS & MARKETING
Tableau · Qlik Sense · Power BI · Google Analytics · AdSense -- SEM · Social Media APIs · Mailchimp · SQL Procedural Workflows

TOOLS & PRACTICES
Agile/SCRUM · Perforce · GitHub Copilot · WCAG Accessibility -- PCI DSS Compliance · PII/Data Privacy · SEO Optimization · UX/UI Design · Engineering Leadership · Technical Strategy · Roadmap Planning · Cross-Functional Team Leadership · Stakeholder Communication

PROFESSIONAL EXPERIENCE

Senior Web Developer
Books-A-Million, Inc.

Birmingham, AL
January 2025 - Present

- Lead senior dev for a team of 8 developers building and maintaining a high-traffic e-commerce platform serving over 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.
- Lead and coach IT, Accounting, and Operations corporate departments on leveraging enterprise OpenAI, teaching best practices, driving adoption, and solutioning department-specific needs.
- Ensure PCI DSS compliance and secure handling of PII across e-commerce, accounting, and customer data systems, establishing protocols for data access, storage, and transmission of sensitive financial and user information.

Partner / Director of Communication
OP Solutions

Birmingham, AL
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.
- Serve as strategic AI leader, consulting clients on adopting AI technologies and developing tailored solutions to drive efficiency and growth across their businesses.

Developer III
O'Neal Steel

Birmingham, AL
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.

Lead Developer
Brilliance LLC

Boca Raton, FL
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 PCI compliance across high-value e-commerce transactions.
- Developed and managed automated marketing funnels using email and multiple ad network APIs.

Founder / Developer
Territory 3

Pelham, AL
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.

Web Developer
The FORM Group

Cleveland, OH
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.

Web Developer
Student Life

Birmingham, AL
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