

Jen Brigham

Building resilient, scalable solutions that drive digital transformation, enhance user experiences, and exceed business needs. My expertise spans planning, implementation, and strategically leading teams through all web project phases, digital marketing best practices, and evolving web standards to create purpose-built solutions. I'm committed to continuous improvement, responsible solutions, and compassionate collaboration.

EXPERIENCE

Senior Web Solution Architect | Americaneagle.com

SEPT 2024 - PRESENT

- Lead technical discovery, architecture, and strategy for WordPress websites.
- Collaborate with clients to assess needs and create comprehensive technical plans in an agile workflow.
- Provide mentorship to development teams and ensure scalable, secure solutions are delivered.
- Collaborate with cross-functional teams to evaluate, recommend, and implement scalable, high-performing, responsible, and secure solutions.
- Identify process inefficiencies and implement improvements to enhance productivity and quality.
- Establish best practices for collaboration, documentation, and project execution.

Director of Web Development | Windmill Strategy

2020 - JULY 2024

Key Accomplishments

- Technical owner of the agency's development stack and implemented agile best practices, including sprint planning, retrospectives, and backlog grooming, resulting in a 30% increase in project profitability since 2020.
- Developed data-driven pricing frameworks for optimized resource allocation.
- Strengthened client relationships, driving revenue growth through solution-oriented management.

Core Responsibilities

- Provided leadership, management, and accountability (LMA) for a senior team of designers, developers, and strategists, fostering a culture of growth, autonomy, trust, and innovation.
- Championed agile methodologies to promote transparency, adaptability, and cross-functional collaboration throughout the development lifecycle.
- Held a leadership role in agency strategy and operations, managing hiring decisions and leading all day-to-day web operations.
- Acted as the technical lead for client engagements, conducting assessments, delivering strategic recommendations, and accurately scoping deliverables and timelines to align with business goals.
- Defined and enforced best practices for Agile workflows, coding standards, and quality assurance to ensure the delivery of secure, scalable solutions.
- Led and sourced partnerships with vendors and contractors to expand team capabilities and agency offerings, ensuring external resources aligned with the agency's goals and quality standards.
- Maintained a pulse on emerging technologies, accessibility standards, and industry trends, applying insights to drive innovation and competitive advantage.

jenbrigham.com

jenbrigham@gmail.com

[linkedin.com/in/jenbrigham](https://www.linkedin.com/in/jenbrigham)

Saint Louis Park, MN

SKILLS

Leadership and Team Management
Strategic Planning and Execution
Process Improvement and Optimization
Technical Guidance and Mentorship
WordPress Development
Digital Marketing Best Practices
Sitemaps, Wireframes, Information Architecture and User Experience
Content Strategy and Planning
Accessibility and Compliance
Server Support (Hosting / Maintenance / Security)

EDUCATION

Bachelor of Arts in Advertising and Business | University of St. Thomas 2005 - 2009

Certifications in Web Design and Development | Minneapolis College 2011 - 2013

PROFESSIONAL TRAINING

EOS / Traction Leadership and Management

EO Executive Forum

Win Without Pitching

TECHNICAL PROFICIENCIES

Google Suite, Microsoft Suite, Jira, Confluence, Trello, Basecamp, Smartsheet, HubSpot, Slack, Zoom, WordPress, PHP, HTML, CSS, SASS, JSON, JS, jQuery, ACF, APIs, WP Engine, WordPress VIP, Github, Bitbucket, VSCode, Terminal, Google Marketing Platform (GA4, GTM GSC, PSI, GLS), Moqups, InVision, Figma, Sketch, Adobe Creative Suite, Proposify, Mac, the beat goes on...

Full Stack Developer & UI/UX Web Designer | Windmill Strategy

2018 - 2020

- Led technical planning, UI/UX strategy, and design for B2B clients with complex products and audiences.
- Developed custom WordPress solutions, integrated third-party tools/CRMs/MATs/APIs, implemented digital marketing initiatives, and maintained client websites post-launch.

Manager, Web Design & Development | Gruen Agency (Gemini: Advanced Marketing Solutions)

2015 - 2018

- Established the agency's web department, introducing a new service offering and grow a team of designers and developers.
- Created new systems, processes, solutions, and tools that seamlessly integrated with existing digital marketing programs and grew existing accounts.
- Led technical planning, UI/UX strategy, and design for B2C clients.
- Developed custom WordPress solutions, integrated third-party tools/APIs, implemented digital marketing initiatives, and maintained client websites post-launch.

Web Developer & Graphic Designer | Mighty Media

2013 - 2015

Graphic Designer | Dakota Jazz Club

2011 - 2013

Graphic Designer | Alliance Française de Minneapolis - St. Paul

2009 - 2011