

# BRIAN CHARLES O'REILLY

## FRONT END WEB DEVELOPER

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### PERSONAL BACKGROUND

A creative at heart with solid leadership and managerial experience in the hospitality industry as a small business owner. Classical training in solid wood cabinet making led to several years of bespoke furniture design and building, transitioning to the digital realm in 2020. Quick to learn, highly adaptable, self motivated with a penchant for forward thinking and novel technologies. Outside of work you'll find me reading a book, or three.

### SKILLS

- HTML5
- CSS3 and SCSS
- Contentful CMS
- Salesforce e-commerce cloud
- Bynder DAM
- LLM and generative AI training foundations
- Responsive web design, mobile, web APP and desktop first experience
- Web Accessibility Standards - WCAG 2.2 AA & AAA standards
- Javascript (es6) & jQuery
- React, Angular, Bootstrap
- RESTful APIs & Firebase
- Agile, Jira, Confluence workflow
- Git version control process
- Python (in progress)
- AWS Certification (in progress)

### SPECIALIZATIONS

- Team Building
- Planning & Logistics
- Advanced Financial Literacy
- Budget Forecasting
- Revenue Growth
- Innovative Technological Adaptation
- Small Business Acumen

### WHERE:

Cell: (416) 998 2473  
Email: briancharlesoreilly@gmail.com  
Location: Toronto, ON & Halifax, NS

### WORK HISTORY

#### Front End Developer & Digital Content Coordinator INDIGO BOOKS & MUSIC INC, 2022-2024

- Deployed daily content across homepages, landing pages, and product pages using CMS, Salesforce, HTML, CSS, javascript, ISML, APIs.
- Worked with marketing, digital design and merchandisers closely to roll-out weekly/seasonal multi-channel campaigns.
- Personally responsible for planning, coding, QA, and launching first video production content in company history on site.
- Tasked with rebuilding return web presence following corporation wide cyber attack in 2023, savvy with sudden business critical targets and war room experience.
- Integrated Contentful headless CMS, Salesforce e-commerce cloud and Digital asset mgmt. systems together to sunset legacy systems - A \$26 million dollar - 2 year transition project.

#### Bar Manager / Owner NORTHERN BELLE, 2015 - 2021

- Created short, mid, and long term roadmap in competitive industry.
- Provided successful cost-reduction solutions during pandemic (temporary 40% reduction in fixed monthly overhead & rent relief).
- Grew business from debt governed inception (- \$80k debt in 2017) to cash positive state suitable for expansion or sale (+ 200k evaluation in 2021).
- Researched and updated technological assets to streamline operations while respecting traditional sector needs.

#### Cabinet Maker & Furniture Design SON OF A WOODCUTTER, 2016 - 2018

- Designed, milled, and manufactured bespoke solid wood furniture for high end clients.
- Digital marketing of company catalog through social media.
- Pivoted between front facing customer service role and back end design, creation and distribution of product.

### ACADEMIC BACKGROUND

#### Juno College of Technology (Toronto ON) WEB DEVELOPMENT IMMERSIVE BOOTCAMP, 2022

- Web development HTML & CSS accelerated program
- JavaScript accelerated program

#### Humber College (Toronto ON) CABINET MAKING, 2016

- Deans list with Honours

#### St. Francis Xavier University (Antigonish NS) BUSINESS ADMINISTRATION, 2004

- Partial Degree - Deans list with Honours