

# JOE BRYAN

Technology Executive | Full-Stack Developer

Charleston, SC

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## PROFESSIONAL SUMMARY

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Technology leader and entrepreneur with over 35 years of experience in business and technology leadership. Founder and President of SINELABS LLC, building SaaS web applications and Shopify apps used by merchants worldwide. Consulting Technical Director for Charleston Digital, advising and managing all IT services and web properties. Previously helped build avVenta Worldwide into a global leader in distributed digital production serving clients including Apple, Mercedes-Benz, Dell, P&G, and Merck before the company was acquired by Accenture. Proven track record scaling offshore teams, building custom platforms, and delivering solutions across e-commerce, higher education, nonprofit, and advertising sectors.

## TECHNICAL SKILLS

<b>Languages</b>	JavaScript, TypeScript, Python, HTML, CSS, Bash
<b>Frameworks &amp; AI</b>	Claude Code, Zed, Warp, Gemini, MCP, Django, Node.js, Shopify Liquid,
<b>Databases</b>	MySQL, MongoDB
<b>Cloud / DevOps</b>	AWS (Aurora, S3, EC2, DocumentDB, Lambda, VPC), Docker, Nginx, Linux, Git/GitHub
<b>APIs</b>	Shopify GraphQL APIs, REST APIs
<b>Design</b>	Figma, Sketch, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Canva
<b>Other</b>	Project Management, Offshore Team Leadership

## PROFESSIONAL EXPERIENCE

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### Founder & President

2009 – Present

*SINELABS LLC* | Charleston, SC

- Founded and operate a web applications firm specializing in Shopify app development and custom web solutions.
- Built and maintain Shopify App Store products including Metafields2 and Status Sherpa.
- Full-stack development using JavaScript, TypeScript, Python, Django, and AWS cloud infrastructure.
- Manage complete product lifecycle from architecture and development to deployment and customer support.

### Consulting Technical Director

2014 – Present

*Charleston Digital (Charleston Digital Corridor Foundation)* | Charleston, SC

- Provide technical leadership for a 501(c)(3) & (6) nonprofit foundations for economic development and technology education – both focused on attracting, nurturing, and promoting Charleston's tech economy.
- Advise and manage all aspects of IT services and web properties for the organization.
- Develop and maintain multiple SaaS applications that CDCF licenses to other communities nationwide.
- Support digital presence including [charlestdigital.com](http://charlestdigital.com), CharlestonWorks job board, and Charleston Learning Center.
- Contribute to community initiatives including Charleston Learning Center, iFiveK, Tech Life Podcast, and the annual State of the Tech Dinner.

**Executive Vice President, Strategic Accounts** 2005 – 2009*avVenta Worldwide* | Mt. Pleasant, SC

- Helped build a small software development company into a global leader in distributed digital production.
- Led creation of the Costa Rican development center, growing it from 3 employees to over 500.
- Directed offshore digital production team in Kiev, Ukraine.
- Built a portfolio of notable clients including Apple, Mercedes-Benz, Dell, Toyota, P&G, Merck, Heineken, Kraft, Yahoo, and Blackberry.
- Company was acquired by Accenture in 2012 and merged into their Interactive division.

**Co-Founder** 2002 – 2005*Sans Locus LLC* | Charleston, SC

- Co-founded a web application and design company; firm was later acquired by avVenta Worldwide.
- Led development of sophisticated web application projects for clients including Cingular Wireless, BBC, and Morgan Stanley.
- Authored a custom content management system designed to improve and speed up web development for both developers and clients.

**Webmaster** 1993 – 1996*Blackbaud, Inc. (NASDAQ: BLKB)* | Charleston, SC

- Relocated from Cashiers, NC to Charleston to join the world's leading provider of software to nonprofits.
- Built the company's first-ever corporate intranet on the Internal Information Systems team.
- Designed and developed generation 2 and 3 corporate websites.

**Software Developer (Apprentice through Senior)** 1989 – 1993*Greentree Software* | Cashiers, NC

- Relocated from Asheville, NC to Cashiers, NC to become a software developer apprentice to fulfill a passion in lieu of the traditional University path, despite scholarship offerings.
- Progressed from Apprentice to Junior to Senior Software Developer over four years.
- Traveled extensively across the USA to colleges and universities presenting, implementing, and supporting federal student loan billing and collection software.

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**COMMUNITY & TEACHING**

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**Instructor & Community Contributor** 2014 – 2018*Charleston Digital Corridor / CODEcamp* | Charleston, SC

- Taught Website Basics and other community-education courses through the CDC's CODEcamp educational program.
- Championed coding education to introduce diverse audiences to software development.
- Dozens of students with no previous technology experience graduated and went on to substantial careers in software development and technology.

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**EDUCATION**

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**Associate Degree, Business & Accounting** 1989*Asheville-Buncombe Technical College, Asheville, NC***High School Diploma (with Honors, 3.8 GPA)** 1987*Asheville High School, Asheville, NC*