

Colton Reilly

Seven years in restaurant operations and just under two years running a full-cycle consultancy where I prospect, demo, and close technology engagements with small business operators. My edge is helping people find solutions they feel good about buying.

Work Experience

Technical Consultant & Web Developer · **Cole Codes** June 2024 — Present

- Closed full-cycle client engagements: prospecting, discovery, scoping, proposal, negotiation, close, and delivery. Standard build deals at \$1,500 plus \$250–\$500 monthly recurring retainers.
- Position offerings against competing agency, freelancer, and DIY platform alternatives based on each prospect's stack, budget, and operational constraints
- Built a Python prospecting tool using the Google Places API to source local restaurants with weak digital presence. Run daily as the top of my outbound pipeline
- Currently leading a platform migration and rebuild for a wellness and functional health client. Scoping HIPAA-aware information architecture, presenting solutions to ownership, and partnering on implementation

Bartender & Bar Lead · **Restaurant Industry** April 2018 — Present

- Consultative point of contact for ownership and management on restaurant technology decisions across POS, scheduling, payments, and operations tooling
- Led bar teams in high-volume environments, personally averaging \$6,000 in sales out of a single well and \$20,000 across the bar per night
- Sold premium menu items, spirits, and add-ons in customer-facing service across seven years and multiple high-volume venues (Forbes-rated hotels, nightclubs, fine-dining, dive bars)
- Built firsthand familiarity with the restaurant operator's decision-making process, budget pressures, and vendor evaluation behavior
- Co-managed operations including inventory, scheduling, and staff coordination, working directly with ownership on day-to-day tradeoffs

Web Developer (Contract) · **Roundot** June 2025 — March 2026

- Built client pitch demos from Figma mockups in Elementor, supporting the agency's new business pipeline
- Sole developer on a four-person agency team (developer, designer, CSO, PM) supporting roughly ten recurring WordPress and Shopify clients across SEO, maintenance, and custom build work
- Owned production recovery for a multi-location healthcare client: diagnosed sitewide template corruption, fixed location-map integrations, integrated a third-party payment-plans widget
- Built a bilingual WordPress Multisite Network (English and Spanish), implementing language switching and managing content parity from translated documentation

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Skills

Sales & Operations

Full-cycle sales motion, consultative selling, demo development, prospecting, restaurant operations

Technical Proficiency

General proficiency across modern web and cloud. Comfortable learning new CRM and sales platforms quickly

Selected Projects

Perfect Shift

Web app for drafting weekly bar staff schedules with role-aware auto-assignment and shift equity tracking.

Wild Olives

Production restaurant site serving 45K+ unique visitors and driving 900+ phone conversions over 21 months.

Lead Scout

Python tool that uses the Google Places API to scrape target areas for restaurants with poor or missing websites

Education

Western Governors University

Bachelor of Science in Software Engineering, 2026

Certifications

WSET Level 1 Award in Wines
Court of Master Sommeliers,
Introductory Sommelier
AWS Certified Cloud Practitioner