

TOM BENWAY

Digital Strategy · Full-Stack Development · UI/UX · Branding · SEO

HELLO@TOMBENWAY.COM

PROFESSIONAL SUMMARY

Digital strategist, technical leader, and full-stack developer with 25+ years of experience building websites, digital platforms, and marketing systems. Founder of VectorDefector.com with expertise spanning web development, SEO, e-commerce, branding, and technology strategy. Experienced working with startups, agencies, and established organizations to solve complex digital challenges and deliver scalable solutions.

CORE COMPETENCIES

Digital Strategy: SEO Strategy, Digital Marketing, Analytics, Conversion Optimization, E-commerce Strategy, Digital Growth

Development: Full-Stack Web Development, WordPress Architecture, Custom Themes & Plugins, API Integrations, Web Applications, E-commerce Platforms

Design & UX: UI/UX Design, Branding, Adobe Creative Suite, Figma, Interactive Design

Infrastructure & Platforms: CMS Development, Web Hosting, Website Security, Technical Architecture, Performance Optimization

Leadership: Technical Leadership, Agile Development, Project Management, Startup Operations, Technology Consulting, Remote Team Collaboration

Technologies: HTML, CSS, JavaScript, Node.js, PHP, SQL, Solidity, MongoDB, WordPress, WooCommerce, REST APIs, Google Analytics, Google Tag Manager, Google Search Console, Google Ads, Figma, Adobe

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OWNED VENTURES

Founder & Creative Director | VectorDefector
2001 – Present

Founded a boutique digital agency specializing in custom websites, branding, SEO and digital strategy. Leads end-to-end digital projects across design, development, marketing and infrastructure, delivering hundreds of solutions for startups, local businesses and established organizations across diverse industries.

Founder & Creative Director | Colorado 420 Websites & Design
2014 – Present

Established a specialized digital agency and marketing consultancy serving cannabis, hemp, and ancillary businesses. Leads branding, website development, SEO, and marketing initiatives for companies navigating a highly competitive, rapidly evolving industry.

Founder & Creative Director | NextGig Websites / NextPlate Websites
2025 – Present

Created specialized web design brands focused on creating custom digital solutions for entertainment and hospitality businesses. Develops tailored websites, branding, and digital marketing systems that address the unique needs of musicians, venues, restaurants, and other customer-focused businesses.

RELEVANT CONSULTING EXPERIENCE

Technical Lead | GLIDE Design
April 2022 – March 2023

Provided technical leadership for a digital agency focused on custom websites and digital experiences. Improved development processes, QA, UI/UX standards, SEO and performance practices, and technology decisions to support better end results with client projects.

Senior Web Developer / Technical Consultant | EightyTwenty Agency
May 2021 – December 2021

Provided senior development support for an agency serving automotive and enterprise-level brands. Specialized in website development, platform improvements, headless e-commerce initiatives, and focused technical projects for high-revenue organizations.

Web Development Lead | Marijuana Business Daily / MJBizCon
February 2020 – April 2021

Led web development initiatives for one of the largest cannabis industry media and data organizations. Managed website improvements, cloud hosting setup & scaling, security and privacy initiatives, development processes, and major redesign projects while supporting high-traffic digital platforms.

Chief Technology Officer | 0420 Inc.
February 2017 – February 2020

Provided technology & marketing leadership for a cannabis and hemp industry consulting organization. Established technical infrastructure, digital systems, marketing technology, websites, and operational processes across multiple business initiatives, in-person events, and brand extensions.

EARLIER PROFESSIONAL EXPERIENCE

Director of Product Development | Liquid Compass
January 2006 – June 2008

Led product development for a streaming media technology company serving the world's top radio and entertainment organizations. Managed development teams, technical architecture, CMS systems, and custom streaming applications supporting thousands of digital media channels.

Graphic Designer / Media Developer | Akamai Technologies
June 2005 – August 2006

Developed interactive media applications and digital experiences for Fortune 500 enterprise clients and international brands. Combined design, development, and multimedia production to create custom media platforms, rich media players, and data-driven applications.

EDUCATION

Bachelor of Arts in Multimedia from the Art Institute of Colorado in 2004.
