

# OJ Smith

Portfolio: <https://ojsmith.net>

Contact me through LinkedIn : <https://www.linkedin.com/in/ojsmithfm/>

My name is OJ Smith; I am Senior Web Application Engineer and Technology Product Development Manager. I specialize in developing and managing responsive web applications, e-commerce, membership and donation functionality.

I have experience in creating multi language web applications that are integrated into backend services. In addition to development I have contributed to projects in various other areas including concept, design and online marketing campaigns. I have multiple technology development industry experience including but not limited to: **OTT Streaming Video Platforms, TV, music, film, web media, beauty and fashion, banking, direct mail and Email marketing.**

My skills and qualifications and work experience are detailed below.

Netlify, AWS Amplify, HTML5, Javascript, jQuery, ES6, CSS3, Bootstrap PHP, Gulp, MySql, MariaDb, RESTful / Web API, Wordpress, Headless CMS, React.js, Next.js, Node, Express, SASS, Vagrant, Docker, LAMP, WAMP, SSL, SSH, AWS, Jira, SCRUM, Agile, GIT, BitBucket, GitHub, Technical Product Development, Google Suite, Google Tag Manager, Google Analytics, Creative Strategy, Branding,

- Launched and maintained successful web development company for over 15 years.
- Specialize in producing custom Web Applications and solutions, E-commerce and paid content sites.
- Latest assignment: Successful launch of an SVOD / AVOD OTT platform, Reign.com.
- Product Management experience.
- Expert Wordpress knowledge.
- Familiar with latest digital marketing trends.
- Technical Consulting.
- 15+ years business experience

## Work Experience

### Technology Operations and Product Development

Embiggen, Hollywood CA.  
2020 - Present

- Evaluated and selected new technologies, managed partner and vendor relationships. Negotiated vendor contracts to meet technology requirements while achieving required cost structure and contract flexibility.

- Responsible for everything technical and strategic: Product management
- Frontend and backend development, QA/Testing, infrastructure operations, internal systems administration and technical client support.
- Maintain and enforce industry best practices across all facets of business.
- Managed all day-to-day operations and maintenance issues.
- Front end client consultations.
- Development and implementation of client solutions.

## **Technology Operations and Product Development**

Reign.com, LA / NYC

May 2018 – December 2019

- Contracted to develop technology recommendations and implementation for a fast moving launch date announcement date for competitive industry standard and competitive platform.
- Evaluated and identified efficiencies, technology applications, managed partner and vendor relationships.
- Serve as external-facing technology stake holder in internal, investment venture capitalist and consumer facing meetings.
- Lead stakeholder for development and maintenance of reign.com sales and company communications online presence. Lead backend integration with mobile app compliance development.
- Design content delivery and management polices within AWS for content providers and entertainment studios.
- Worked closely with product team to design and develop mobile and web applications (apps).
- Set up any internal technical policies and workflows to improve day to day operations.
- Worked with product team to develop OTT AVOD/SVOD solution for platform.

## **Sr. Front End Developer / Web Application Engineer**

GlobeOne / Meed.net, Santa Monica CA.

February 2016 - January 2018

- Development and maintenance of GlobeOne.com and Meed.net multilingual site.
- Designed and built web solution for marketing campaign websites and landing pages for company and marketing partners.
- Backend integration with mobile app.

## **Technology Operations and Product Development**

FunkMedia, Northridge CA.

2001 - 2017

- Evaluated and selected new technologies, managed partner and vendor relationships. Negotiated vendor contracts to meet technology requirements while achieving required cost structure and contract flexibility.

- Responsible for everything technical and strategic: Product management
- Frontend and backend development, QA/Testing, infrastructure operations, internal systems administration and technical client support.
- Maintain and enforce industry best practices across all facets of business.
- Recruit and manage IT, engineering and development teams onsite and offsite.
- Managed all day-to-day operations and maintenance issues.
- Front end client consultations.
- Development and implementation of client solutions.
- Clients include Sony, Oprah, Destiny's Child, Emerson Knives, Beyoncé.

### **Sr. Front End Developer**

BeautyCon, Hollywood CA.

February 2015 - December 2015

- Manage company website.
- Manage web development team.
- Designed solution and oversaw construction of subscription add-on for Quarterly Box Subscription website.
- Backend Development for 3rd party services.
- Designed workflow and policies for IT department.
- Recruit and manage engineering and development teams onsite and offsite.
- Contributed to marketing campaigns and implementation.

### **Sr. Front End Developer**

Pareo Design, Encino CA.

March 2014 - October 2014

- Manage development and maintenance of new company website and office infrastructure projects.
- Management and consultation for company client projects.
- Worked on projects for Lions Gate, Warner Bros, Kaiser

### **Front End Web Developer**

Kern Agency, Woodland Hills CA.

September 2012 - September 2013

- Development and maintenance of new company website.
- Worked closely with product team to develop for Websites, Landing Pages (desktop and mobile), Email (desktop and mobile).
- Clients include Norton, DirectTV

### **Front End Web Developer**

Aster Avenue, Remote.

September 2011 - February 2012

- Worked on several projects, converting PSD to HTML / Wordpress.
- Development of The Dot Corp Company Site.

### **Front End Web Developer**

Davis Elen Advertising, Los Angeles CA.

June 2012 - September 2012

(1 project contract)

- Worked with design and product team to develop Front and back end for Multi-language E-commerce Site for Neato Robotics.