A. J. MAGNUSON

Seek: NYC Relocation | ajmagnu@alumni.stanford.edu | 650.814.7296

Technical Product Manager | Full Stack Engineer | 2X Founder

PITCHTOP San Francisco, CA   MAY 2014 - FEB 2019

A software platform featuring tools and a professional network designed to assist hardware brands with D2C product launches. Pitchtop was 1 of 12 companies inducted into #1 worldwide ranked accelerator Angelpad.

Co-founder, CEO → CTO
- Designed & developed cross-device embedded checkout that converted sales 17% better than Shopify
- Powered over $1 million in first month pre-orders and sales for venture backed hardware startups
- Designed & prototyped crowdfunding referral tech that led to over 11k+ campaigns and 17 m+ visits
- Designed & built curation platform for hardware brands that grew to 25000+ enthusiasts in 1st month
- Successfully raised $350k seed round of investment and operated for 4+ years on funding and revenue

FANBRIDGE San Francisco, CA   JAN 2011 - JAN 2013

A SaaS platform for creators to engage audiences across email and social networks. Backed by First Round Capital, 500 Startups, Lowercase Capital, and Founder Collective. Clients Lady Gaga, John Mayer, Aziz Ansari.

Head of Product → VP of Product Management
- Created roadmap according to mandates of leadership. Oversaw 4 cross-functional teams shipping major releases
- Recruited, hired, and managed 10 person remote San Francisco office of designers and product owners
- Assumed leadership of remote 12 engineer team. Streamlined workflow via AGILE principles and Pivotal Tracker
- Oversaw sitewide redesign and integration of damntheradio, reduced churn by 11%, boosted engagement by 17%
- Closed, cultivated partnership with YouTube Marketing leading to business unit Stensul valued at over 8 figures

damntheradio San Francisco, CA   JAN 2011 - JAN 2013

Co-founded Social CMS boosting fan engagement for customers Linkin Park, Black Keys, Gatorade and more.

Co-founder, CTO
- Reached profitability with a high end subscription model sold into record labels and management companies
- Successfully navigated pivot from live music discovery platform to marketing CMS due to market realities
- Acquired by FanBridge within 9 months in deal worth over 7 figures

Independent Consultant Multiple Locations   JAN 2008 - PRESENT

Product strategy, development consultant, and start-up advising for venture-backed startups and agencies. Projects ranged from productivity streamlining to social app strategy to growth engineering.
Some past clients: 4INFO, Viewzi, BeInTransit, SocialWise, Gold Rush, Kadoink, ffwd, RockYou, FanBridge.

RockYou San Mateo, CA   OCT 2006 - JAN 2008
Engineer → Sr. Engineer
1st Engineer hire at Sequoia-backed start-up. I developed apps that reached over 100m monthly active users.

Become.com Mountain View, CA   JUL 2004 - OCT 2006
Researcher → Sr. Researcher
1st product hire at search startup by founders of MySimon (acq. by CNET for $700m) backed by Ron Conway.

TECHNICAL SKILLS
Extensive: Ruby on Rails, PHP, PostGresSQL, MySQL, HTML5, CSS3, JS, JQuery, AWS: Redshift, S3, EC2, Elastic Beanstalk, API design & development, Facebook API, Google APIs, UX/UI good practices, Git, Bootstrap, Online payments, Split tests
Exposure: Flutter, React, NoSQL, C++, Java, Python, Firebase, GraphQL, Continuous deploy, many more.

EDUCATION
STANFORD UNIVERSITY Stanford, CA   Graduated June 2004
B.S., Symbolic Systems w/ concentration Decision Making & Rationality