

## Jimi Smoot IV

Experienced builder looking to write code.

### Contact Info

- **Email:** jsfour {{at}} gmail {{dot}} com < Best way to contact me
- **LinkedIn:** (<http://linkedin.com/in/jsfour>)
- **Twitter:** (<http://twitter.com/jsfour>)
- **Github:** (<http://github.com/jsmootiv>)

### Recent Projects

#### Ongoing

- **Bettermeeting:** (<http://try.getbettermeeting.com>) A SaaS for creating meeting agendas and taking collaborative, real time notes. Written in Emberjs with localStorage/Firebase.
- **Recirq:** A twitter analysis tool that uses statistics to help understand more about audiences. The tool allowed me to increase my twitter followers by 28% in 4 months. Written in Ruby On Rails with PostgreSQL
- **Growthbench:** A twitter tool developed to identify and communicate with twitter influencers. Written in Ruby on Rails with MongoDB.
- **Sharewalla:** A promotional tool for self published authors. I was the marketing lead on this project and generated over 12,000 Unique sessions in 2 months

### Founder/Tech & Product Lead

#### Prosperio Systems (Acquired) | *April 2013 - September 2014*

Prosperio was an advertising media buying system for Fortune 1000 advertisers. We were funded by advertising industry insiders, and LaunchPad LA. The company was acquired in July 2014.

- Developed and rolled out a Ruby on Rails/PostgreSQL application that placed and managed adspend
- Built Ruby Gems to communicate with various media buying API's
- Hired and managed team of 3 full time, 1 part time.
- Scaled the application from \$0 - \$500k ARR before it was acquired
- Negotiated and sold the company

## **Vice President of Product/Technology**

### **PK4 Media | *December 2011 - April 2013***

PK4 is an advertising network with over 5,000 sites and 10MM daily advertising impressions across display and mobile.

- Using Ruby on Rails I developed the video platform that currently streams over 1MM daily video views world wide
- Developed API bindings to control a CDN, manage video encoding jobs
- Developed the adserving platform that serves PK4's 10MM daily impressions
- Build video player that worked with the VAST/VPAID video advertising standards
- Built and managed a software engineering team of 4
- Migrated all services to primarily an EC2 based deployment
- Developed and implemented PK4's hybrid agile/scrum tech process

## **Founder**

### **JSFOUR Enterprises | *December 2010 - December 2011***

JSFOUR was a publishing company that company also developed what is now known as the Bishop Video Platform ([bishopvideoplatform.com](http://bishopvideoplatform.com)). PK4 Media acquired the company in December 2011.

- Using Flash, Javascript, and Ruby on Rails/PostgreSQL, I developed and maintained custom video encoding, hosting, and delivery platform with VAST/VPAID advertising support
- Built and maintained a load balanced cluster of LAMP instances running OpenX with periodic spikes of over 1000 request per second
- Built and maintained LAMP instances running Wordpress

## **Contributor**

- Entrepreneur Magazine: (<http://www.entrepreneur.com/author/jimi-smoot>)
- MediaPost: (<http://www.mediapost.com/publications/author/4792/jimi-smoot>)