# 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: (Local)** 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 (Local):** A twitter tool developed to identify and communicate with twitter influencers. Written in Ruby on Rails with MongoDB.
* **Sharewalla: (http://sharewalla.com)** 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 media buys
* Built Ruby gems to communicate with various media buying APIs
* 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 thats company also developed what is now known as the Bishop Video Platform (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)