

Jiho Sohn

Head of Web Services | UX/UI Engineer | AI Curator

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Languages: JavaScript, HTML/CSS, Sass

Creative: Generative AI, Figma, Adobe Creative Suite

Technologies: React.js, MySQL, MongoDB, Git, Bootstrap, WordPress

AI: Claude, Gemini, Chat GPT, _Zapier, Generative AI Video, Voice and Music

PROFESSIONAL SUMMARY

Dynamic and innovative professional with over 20 years of experience in **web development, strategic visual storytelling** and **data organization**. Passionate about **integrating Generative AI to enhance productivity and efficiency**, deliver exceptional user experiences, and **foster a positive and collaborative work culture**. Proven track record in **leading cross-functional teams** to **create impactful solutions** in the financial, tourism, higher education, and law sectors. Dedicated to servant leadership and human development, with a strong focus on empathy, collaboration and continuous learning.

WORK EXPERIENCE

Practice Made Perfect Marketing - **Head of Web Services**

West Palm Beach, FL | Oct 2023 - Present

- Spearheaded implementation of **AI-driven** and **cloud-based solutions**, **enhancing overall efficiency by 70%** across various processes including SEO content writing, YouTube SEO, UX/UI mockups, and web development.
- **Empowered and led a dynamic team** of 2 mid-managers, 2 developers, and 2 content strategists, driving innovation in cutting-edge web services. Championed the **adoption of AI in everyday workflows**, fostering a culture of efficiency and **promoting life-work balance**.
- Developed **4 custom ChatGPT AI-bots** and integrated **Low-Code No-Code solutions**, boosting organizational productivity, collaboration and self-sufficiency.
- Collaborated **closely** with **multi-departments to drive client success** by collectively creating a new workflow for the Web Services Department. **Focused on clarity, structure, and flow**, emphasizing timely communication and expectations.
- **Highlight:** AI Integration, Cloud-Based Solutions, Workflow Automation, Efficiency Optimization, Cross-Functional Collaboration, Team Empowerment, Innovative Culture, GSD (Get Stuff Done).

Boca Code - **Senior Software Engineer Instructor**

Boca Raton, FL | May 2022 - Aug 2023

- Spearheaded the initiative for three internships: UX/UI, UX/UI MERN, and Wordpress/PHP. The goal is to **empower graduates** with an in-depth grasp of software engineering principles, utilizing Generative AI, visual design concept, and project management leadership, **fostering an Agile mindset** through an **immersive agency-style experience**. The program has helped graduates launch their careers in software engineering, with **83.3% of interns being hired** thus far.
- Cultivated strong business relationships, leading to the successful hiring of **15** talented graduates for junior positions.
- Collaborate cross-functionally to plan and execute open houses, resulting in a revenue boost of **\$112,000** within 4 months.
- Elevated student project standards and **raised the bar** at the school by emphasizing modern UX/UI and mobile responsiveness, using a method similar to Project Lead The Way (PLTW) with a spiral curriculum approach.
- Pioneered the school's first **Generative AI** class, emphasizing **prompt engineering** and video synthesis, enhanced further through the utilization of **Natural Language Processing (NLP)**.
- **Curriculum:** HTML/CSS, JavaScript, MongoDB, MySQL, Express.js, React.js, Bootstrap, Sass, Gen AI, Git, Agile, PM

Banyan Hill - **Web Project Manager / Front-End Developer**

Boynton Beach, FL | Dec 2019 - Dec 2022

- Successfully **collaborated with cross-functional teams**, including Internal Marketing, e-Commerce Team, Creative, and Customer Service, to orchestrate webinar campaigns and marketing invites. Resulting in **\$12.6 million** in gross revenue.
- Initiated and executed a comprehensive revamp of a flagship website with over **375,000** subscribers, including **site architecture redesign, UI enhancements**, and the successful launch of the beta-version homepage.
- **Transformed interdepartmental communication** and workflows across 4 departments by introducing a project management tool, supporting **Agile methodologies**, resulting in the replacement of outdated methods, and **achieving significant time and cost savings**.
- Co-founded JavaScript Propulsion Lesson, a program aimed to **mentor** staff members with **JavaScript** and **React** skills.
- **Technology:** HTML/CSS, JavaScript, PHP, WordPress, React.js, Bootstrap, Asana, Git, SEO, Adobe Creative Suite

Lake Powell Adventure - Director of Creative and Technology

Page, AZ | Dec 2018 – Jan 2022

- Generated close to **\$1 million** in gross revenue over **3** years without any marketing expenses. Resulting in achieving first-page ranking for our website, initiating organic social media strategies, and increasing SEO and web traffic.
- Leveraged collaborative efforts with Page City council members and local businesses to establish a powerful network of **14** local businesses that collectively promoted tourism, resulting in enhanced visibility and increased visitor attraction.
- Managed technology and creative aspects of the business, including websites and social media materials.
- **Technology:** HTML/CSS, JavaScript, PHP, WordPress, Adobe Creative Suite, Social Media, SEO, Photography, Video

Legacy Research Group - Web Product Owner and Strategist

Delray Beach, FL | Oct 2018 - Dec 2019

- **Collaborated cross-functionally** with Editorial, Marketing, and Customer Service to successfully launch **12** products, optimizing inter-departmental protocols for improved efficiency.
- Implemented and **optimized an Ad Management System** for the Marketing team, utilizing intuitive naming conventions and used **industry best practices**. Resulting in streamlining and optimized workflow protocol inefficiencies.
- **Mentored team members** on solving problems from technical issues to creative. And at times simply lent a listening ear for team morale.
- **Technology:** HTML/CSS, JavaScript, React.js, WordPress, SEO, Jira, Git

Hidden Canyon Kayak - Head of Creative and Technology

Page, AZ | Jun 2012 - May 2018

- Transformed the company's financial performance, increasing revenue from less than **\$200k** to an **ARR of \$900k**, resulting in a **4X** in growth and profitability. Worked with the crew in-person to identify pain points and address their unique needs.
- Worked closely with the owner to create **efficient protocols** between kayak guides, designers and vendors to improve overall communication and workflow.
- In the field worked **side-by-side** as a kayak guide assistant to better understand the business and customer needs in a progressively changing landscape – both geographically and technologically.
- **Technology:** HTML/CSS, JavaScript, PHP, WordPress, Adobe Creative Suite, Social Media, SEO, Photography, Video

The Oxford Club - Web Project Manager

Baltimore, MD | Apr 2016 - Feb 2018

- Orchestrated a multi-departmental campaign effort—creative, editorial, marketing, retention and The Call Center (TCC)—to launch The Oxford Club's new exclusive member website for over **150,000** subscribers.
- Spearheaded the site development schedule, content migration strategy for 9,800 plus published materials, enterprise-level deployment strategy, post-launch QA prioritization, bug tracking and staff support/training of the new system.
- **Technology:** WordPress, Asana, Photography

NCSDO - Back-End Web Developer

Baltimore, MD | May 2002 - Feb 2013

- Worked with **WordPress** and **Drupal** for The Campaign for UPENN, Stanford, The Hope College Campaign, the Williams College admission site, and recruitment for St. John's College and Barnard College.
- Developed a lead generation admissions marketing program using personalized emails and urls to track student engagement and interest. Email listings ranged from **75,000** to **300,000** contacts.
- **Technology:** HTML/CSS, MySQL, WordPress, Drupal, Asana, Adobe Creative Suite, Photography, Video

Full work experience and recommendations are
listed on jsohndata.com/linkedin.

EDUCATION

- Rhode Island School of Design - **Bachelors of Fine Arts (BFA)**

Providence, RI | Aug 2001

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[LinkedIn](#) | [Github](#) | [Instagram](#) | [YouTube](#) | [Website](#)

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