

Justen Fox
jrf1039@gmail.com

Experience

CURRENT

B

SR. PRODUCT MANAGER

Bankrate

Roving PM assigned to special projects — primarily ones horizontally placed within a company that is organized by its verticals:

- Display Ads - Worked across teams to lead launch of Sonobi header bidding product, helping produce ~60% YoY increase in programmatic eCPM
- Native Ads - Led engineering and operations efforts to implement custom built and vendor specific (Sharethrough) native ad sizes, resulting in 100% increase in available inventory on article pages
- HTTPS - Worked as project co-lead, partnering with Engineering to transition bankrate.com to HTTPS
- Infrastructure - PM for small engineering team in charge of migrating key data service from legacy code and infrastructure to a modern, cloud-hosted solution
- Data Science - Product lead for DS team working to model, train, and automatically update internal pricing service based on time series forecasting methods



DEVELOPER (FREELANCE)

War On The Rocks

- Freelance web developer initially brought on in January 2017 to integrate a light-weight subscriber service (Memberful) into existing WordPress infrastructure.
- In November 2017, completed a theme and plugin rewrite that has resulted in (a) reducing the number of active, third-party plugins from 37 to 9, and (b) improving average page load time by ~30%



DEVELOPER (FREELANCE)

Baseball Prospectus

- As a part of the 2017 redesign team, I led initiative to import over 90,000 articles, 200,000 comments, and 100,000 users from legacy services into WordPress MU

- Migrated BP from Co-Authors Plus to Bylines, implemented a custom shortcode solution (with Shortcake — allowing writers and editors to easily embed media), and currently working as project lead for implementing display advertising solutions

PREVIOUS

**SR. PRODUCT MANAGER***Vox Media Inc*

Product Manager of *Hymnal*, a platform for creating and managing custom ad campaigns. Also responsible for working with the (page speed) performance team to improve the user experience + performance of display ad products. In February 2016, I spoke in front of industry senior executives at DCN Next:Summit (Miami) about the rise of ad blocking and the importance for publishers to prioritize the overall user experience of their sites. A summary of that conference & appearance is available at digitalcontentnext.org.

2015

**DIRECTOR OF PRODUCT & ENGINEERING***The New Republic*

Product lead and engineering manager for almost three years, I helped drive this 100-year-old magazine's transition into a modern web publishing company. Highlights of projects built and/or produced:

- Two major redesigns + Drupal rewrites
- Significant web performance & UX improvements
- A unique WordPress image uploader tool built inside Drupal
- Overhaul of entire ad-operations / DFP stack
- Editorial shortcodes for Drupal integration
- Special feature article and project templates

2012

**WORDPRESS DEVELOPER (CONTRACT)***TIME.com*

Contract web developer hired to contribute to TIME Magazine's first responsive web redesign that officially launched in October 2012. Also built a DNC/GOP political convention app that was created and promoted in partnership with Foursquare.



MARKETING PRODUCER

MLB Advanced Media

Hybrid role of Project Manager, Web Producer, and Front-End Developer for MLB.com and its club sites (e.g. Reds, Indians, Mets).

2011



DIRECTOR OF DIGITAL MEDIA

Tampa Bay Lightning

Built digital media department from the ground up; managing, reporting, editing, and producing original written + video content while also leading all product and department initiatives. Upon leaving, TBL filled the responsibilities of my duties with the following five full-time positions (i.e., I was doing all of these):

- Director of Digital Media, Web Editor, Product Manager
- Lead Developer / Web Manager
- Social Media Editor
- Video Producer / Editor
- Web Producer / Coordinator

2009



TECHNICAL PRODUCER

New York Times Regional Media Group

Front-end & co-lead developer that redesigned and integrated 15 regional newspaper websites into a centralized codebase and CMS infrastructure.

Education

1999



MAJOR IN HISTORY AND AMERICAN STUDIES

Florida State University

Club President & Team Captain - FSU Hockey Club, 1996-97;
 Chairperson - Sports Club Council, 1998;
 Vice-chairperson - Sports Club Council, 1997;
 Youth hockey coach, 1997-2000

Other Notables

- Developer - *Human Impacts Institute* (2017)
- Member - *ONA, IRE*
- Attendee - *NICAR* (2014, 2015, 2016)
- Seminar Graduate - *Poynter, Building News Apps* (2012)
- Board Member - *Creative Tampa Bay* (2008-10)
- Founding Co-Chair - *Emerge Tampa Bay* (2004-08)
- Previous roles in: journalism (New York Times Student Journalism Institute), politics (Alex Sink for CFO), marketing (HCP & Associates), television (Home Shopping Network), and film (Grant Wilfley Casting)

Profiles & Such

- twitter.com/oiler
- [atoiler.tumblr.com](https://tumblr.com/oiler)
- github.com/oiler
- [instagram.com/oiler](https://www.instagram.com/oiler)
- [imdb.com casting](https://www.imdb.com/name/nm1045744/)
- [imdb.com producing](https://www.imdb.com/name/nm1045744/)
- medium.com/@oiler
- about.me/justenfox
- [facebook.com/justenfox](https://www.facebook.com/justenfox)
- [foursquare.com/oiler](https://www.foursquare.com/oiler)
- [spotify.com/user/oiler2](https://open.spotify.com/user/oiler2)
- plus.google.com/+justenfox
- [linkedin.com/in/justenfox](https://www.linkedin.com/in/justenfox)