

Justen Fox
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Work Experience

CURRENT



DIGITAL CONSULTANT

Baseball Prospectus

Providing senior product management experience directly to BP's COO. Also working as a WordPress and front-end engineer for the current site rebuild; specializing in the site's DFP (display ad) setup and leading their data migration from a legacy system to WPMU.

2016



SR. PRODUCT MANAGER

Vox Media Inc

PM for *Hymnal*, a platform for creating and managing custom ad campaigns. Also worked with page (speed) performance team to improve the user experience + performance of display ad products. Presented, in February, at DCN Next:Summit (Miami) to industry senior executives about the rise of ad blocking and what it means to prioritize the overall user experience. Read a summary of that conference appearance 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

TIME

WORDPRESS / FRONT-END DEVELOPER*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 Foursqaure.

2011

**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).

2009

**DIRECTOR OF DIGITAL MEDIA***Tampa Bay Lightning*

Built Digital Media department from the ground up; managing, reporting, editing, producing content, and leading all product initiatives. Upon leaving, TBL replaced my position and duties with the following five new full-time positions:

- Director of Digital Media (department head), Editor of website content, Lead Product Manager
- Lead Developer and website manager
- Social Media Editor
- Video Producer / Editor
- Web Producer / Coordinator

2007

**TECHINICAL PRODUCER***New York Times Regional Media Group*

Co-managed team of front-end producers/developers tasked with building customized, individually operated regional newspaper websites that were also integrated into a centralized codebase and CMS infrastructure.

2006



DIRECTOR OF DIGITAL MEDIA / IT

Alex Sink for CFO

Collaborated with communications director to create, build, product manage, and administer campaign website and e-mails.

Education

1999



MAJOR IN: AMERICAN STUDIES / HISTORY

Florida State University

Also worked as: Club President & Team Captain for FSU Hockey Club, 1996-97; Chairperson of Sports Club Council, 1998; Vice-chairperson of Sports Club Council, 1997; youth hockey coach, 1997-2000.

Notables

- 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)
- Instructor - *New York Times Student Journalism Institute* (2009)
- Web Specialist / Account Manager - *HCP & Associates* (2005-07)
- On-Air Guest Coordinator - *Home Shopping Network* (2003-05)
- Casting Director - *Grant Wilfley Casting* (2000-02)

Skills & Experience

HTML CSS JavaScript
 jQuery PHP Apache
 MySQL XML WordPress
 Drupal Git Subversion
 RESTful services
 A/B/Multivariate testing
 SEO markup
 Information architecture
 Google Analytics Omniture
 Doubleclick / DFP
 Product management
 Project management (agile)
 Excel advanced functions
 Data cleaning & scraping
 Statistics & data analysis
 DNS Administration
 Google Apps Management
 AWS EC2, S3, Cloudfront
 Email Service Providers
 Non-linear video editing
 Live & Studio film/television production

Profiles & Such

- twitter.com/oiler
- atolier.tumblr.com
- github.com/oiler
- instagram.com/oiler
- about.me/justenfox
- facebook.com/justenfox
- foursquare.com/oiler
- spotify.com/user/oiler2
- plus.google.com
- linkedin.com/in/justenfox