

Justen Fox
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Experience

CURRENT



OWNER & OPERATOR

Fox Digital Labs, LLC

Initially formed in 2016 and full-time by 2020, Fox Labs is a digital consulting enterprise working to assist organizations with product leadership and software engineering management. Specializing in meeting with org leaders to understand vision and refine strategy, while also working directly within departments to organize and improve process and workflows.

2020



DIRECTOR OF PRODUCT & TECHNOLOGY

Run For Something PAC

Led strategy, vision, and execution for all technology products and projects. Served on Leadership Team and organized product roadmap for key initiatives. Developed and managed public-facing software applications and internal tools, notably:

- Custom CRM - Built and maintained custom software to intake campaign applications and empower staff to push each item through our internal pipeline for endorsed candidates. This custom solution solved data integrity problems provided efficiency gains for all staff members involved in the candidate pipeline.
- Lead software developer of primary web properties: runforsomething.net & wherecanirun.org, overseeing 20-50% annual growth in new user signups (reference: ballotready.org)

2018

**SR. PRODUCT MANAGER***Bankrate*

Roving PM assigned to special projects that required horizontal collaboration across departments in a company that was organized in vertical silos:

- 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 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 from HTTP to 100% over HTTPS
- Infrastructure - PM for 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

2016

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

Managed *Hymnal*, a revenue CMS for creating and managing custom ad campaigns. Led the ad performance team to improve the user experience + performance of programmatic and native ads. Presented, in February 2016, at the **DCN Next:Summit** (in Miami) about the rise of ad blocking and prioritizing the overall ad experience.

2015

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

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

- Two major redesigns + Drupal rewrites
- Significant web performance & UX improvements
- A custom 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

**MARKETING PRODUCER***MLB Advanced Media*

Hybrid role of Project Manager, Web Producer, and Front-End Developer for MLB.com and its club sites (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

Education

1999



HISTORY, AMERICAN STUDIES, B.A.

Florida State University

- Co-Founder, President - FSU Ice Hockey Club
- President, Captain - FSU Roller Hockey Club
- Chairperson - Sports Club Council
- Vice-chairperson - Sports Club Council
- Youth hockey coach

Notables

- WordPress Developer - [time.com](#) (2013)
- Seminar Graduate - *Poynter, [Building News Apps](#)* (2012)
- Board Member - *Creative Tampa Bay* (2008-10)
- Technical Producer - *New York Times Regional Media Group* (2007-2009)
- Instructor - *New York Times Student Journalism Institute* (2009)
- Founding Co-Chair - *Emerge Tampa Bay* (2004-08)
- Director of Digital Media - *Alex Sink for CFO* (2006)
- Web Specialist / Account Manager - *HCP & Associates* (2005)
- On-Air Guest Coordinator - *Home Shopping Network* (2003)
- Casting Associate - *Grant Wilfley Casting* (2000)

Skills & Experience

PHP JavaScript Python NodeJS HTML
 CSS WordPress Django Git MySQL
 PostgreSQL Apache AWS Google Cloud
 Data Engineering Product Management
 Project Management Google Workspace
 Google Analytics

Profiles

- [linkedin.com/in/justenfox](#)
- [github.com/oiler](#)
- [twitter.com/oiler](#)
- [instagram.com/oiler](#)
- [atoiler.tumblr.com](#)
- [imdb.com/casting](#)
- [imdb.com/producing](#)
- [facebook.com/justenfox](#)