
Smith Long

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Director of Engineering

An inventive software engineering leader, manager, and contributor with 10+ years of large scale enterprise experience. Eager to support growth, efficiency, and inclusivity within your ecosystem. Highly proficient across disciplines with a breadth of experience from varied fields. Grew employee satisfaction from 60% to 85% in 3 years.

SKILLS

Adobe Experience Manager (AEM), HTML/CSS/SASS/LESS, Premiere/After Effects/Final Cut, JavaScript (VueJS/TypeScript/jQuery), Photoshop/InDesign/Illustrator, MySQL/MongoDB/Redis, Jira/Jenkins/Github/Gitlab, XML/JSON, ProTools/Logic/Audition, AWS/Azure/Linux, Java/Kotlin/PHP/NodeJS/Python

WORK EXPERIENCE

Mavice • Santa Monica, California, United States • Full-time

Vice President of Engineering • 02/2021 - Present

- Provide solutions for technical approaches and strategic support for Ford.com / Lincoln.com and FordDirect management.
- Integral contributor to Mavice's 500% increase in yearly revenue and 700% employee growth. Rose to VP from Director in 3 years.
- Oversaw major WCAG - Accessibility initiative for Ford and Lincoln web properties, overhauling all code to reach 2.0 compliance for 9 applications in 1 year.

Director Of Development • 08/2018 - 01/2021

- Managed and mentored development team and liaised with peer teams internationally. Drove strategy for developer hiring, continuing education, and career growth for team members.
- Drove internal tooling efforts including the creation of a tool in 2 weeks that has saved \$100K+ in 4 years.

Senior Software Engineer • 08/2014 - 07/2018

- VueJS + AEM - on Ford.com / Lincoln.com shopping tools suite. Within weeks of being hired, wrote entire Lincoln Black Label Build and Price front-end in 3 weeks using AngularJS.
- Lead Front End Developer and build manager on 8 unique Ford / Lincoln Shopping Tools applications for North America. Helped grow Ford account from 3 to 8 projects in 3 years.
- Applications: Ford Build Configurator, Build & Price, Showroom, Global Online Lead Forms, Search Inventory, Customer Order Tracking, Quick Quote, Automated Content Scheduler.

GoCoin • Santa Monica, CA

Senior Software Engineer • 11/2013 - 02/2014

- Intense burst of development on GoCoin's cryptocurrency platform for BitCoin/LiteCoin in NodeJS/ExpressJS/Angular, working alongside GoCoin's VP of Technology, Kevin Beauregard.
- Built Merchant Account dash, Balanced Payments ACH integration, KYC approval system, GoCoin.js library, consumer facing lead gen website with Salesforce.com integration.

United Future • Santa Monica, CA

Senior Software Engineer • 09/2010 - 11/2013

- Oversaw team that included developers, designers (UX & graphic), SysOps, and QA. Clients included: Sony, T-Mobile, Cedars-Sinai, Holland America, Farmers Insurance
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Center for Governmental Studies • Los Angeles, CA

Director of Interactive Media • 02/2007 - 09/2010

- Managed all facets of multiple CGS websites. Drove online content around state policy and developed high-end print projects, and created videos for CGS' YouTube presence.
- Assisted in creation of 5 Year Strategic Plan for organization. Developed and authored proposals for funding requests to major national foundations.

65Media

Executive Engineer • 05/2005 - 08/2006

- HTML integration for movie websites. Built award-winning viral media components. Acquired and customized project management system. Managed OS X server for asset management.

EDUCATION

Studies in Computer Science

University of North Carolina at Wilmington

I was Freshman Class President at UNCW.

A.A. in Photography

Randolph College • Asheboro, NC

CERTIFICATIONS

Data Structures and Algorithms (COMPSCIX404.1-012) - Grade = A

UC Berkeley Extension • 01/2023 - 04/2023