

# CRAIG KOHTZ




## PORTFOLIO

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<http://craigkohtz.com>

## CONTACT

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## HIGHLIGHTS

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RED BULL ROSHAMBULL  
PREFERRED FACEBOOK  
DEVELOPER  
ADIDAS PLAYBOOK (SaaS  
APPLICATION)  
RED BULL LIVE TV CMS  
APACHECON 2000  
SPEAKER  
COLT45 INK THE CAN  
CONTEST  
LONE STAR BEER WEBSITE  
RAISING CANE'S, SHV  
CHARITY DATABASE  
RED BULL UNIVERSITY  
RED BULL INDUCTION  
RED BULL BASEMENT

## ABOUT ME

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I have spent the last 25 years planning and executing digital activations on behalf of some of the world's top consumer brands. For the past 10 years, I have also engineered or directed the engineering of numerous SaaS applications designed to manage field agent programs for brands such as Red Bull, adidas, Spotify, Yeti, Teva, Hollister Company, and others. I offer extraordinary value to organizations through my problem solving, technical, and project management skills.

## EXPERIENCE

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Archival, 2001 – 2020

### Head of Product Development

Managed a team of eight designers and engineers building a SaaS application used to manage over 1000+ users for multi-million dollar accounts.

- Lead engineer on version 1 and 2 of SaaS product offering.
- Transitioned from lead developer to team leader role.
- Product owner of our Field Agent SaaS Platform.
- Evaluate needs of agency to create product roadmap.
- Evaluate and select frameworks, databases, and technologies.
- Establish coding standards and development processes.
- Approve selection and provisioning of infrastructure technologies.
- Organize sprints and assign tasks to team of developers.
- Establish support channels and evaluated UX/UI and bug reports
- Assist with hiring, management, and development of engineering team.
- Recruit and manage overseas team members for various projects.
- Create detailed reports supporting ROI for customer accounts.
- Managed various large account IT audits for security in SaaS platforms.

### Developer, Senior Developer

- Collaborate with clients and creative teams to create unique and new digital experiences for top brands.
- Lead engineer on more than 50 agency projects.
- Evaluate projects and create budgets and timelines for proposal purposes.
- Lead hiring and management for our digital intern program.

Covalent Technologies, 1999 – 2001

### Web Developer

- Transitioned skillset from a ASP.NET environment to LAMP.
- Implement website redesign and improve customer support database.
- Speaker at ApacheCon 2000. Session title, "Migration from ASP to PHP".

## EDUCATION


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UNIVERSITY OF NEBRASKA,  
LINCOLN  
B.S.B.A  
1997

## EXPERTISE

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Agile Process  


Database Design  


Full Stack Development  


Project Management  


Technical Architecture  


Testing  


## INTERESTS

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Business  
Economics  
Philosophy  
Psychology  
Woodworking  
Writing

## REFERENCES

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Available upon request.

## EXPERIENCE CONT.

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Bizco Technologies, 1996 - 1999

### E-commerce Developer

Engineered an e-commerce platform in ASP.NET to support the companies internal and external sales initiatives.

- Extend company service offerings to include web design and development.
- Collaborate with business and product owners on system requirements for internal sales tracking e-commerce platform.
- Architect application platform & database (ASP.NET & MS Sql Server)
- Design UX/UI for e-commerce platform.
- Execute and deploy e-commerce system to manage internal sales.
- Build and manage team to extend the e-commerce system.

Plexus Technologies, 1993 - 1996

### Web Developer

- HTML/CSS, relational database design, and server management.
- Wrote .dll files in Visual Basic to move data from HTML forms to database.
- Transitioned from custom .dll files to ASP.NET when IIS was released.

U.S Army National Guard, 1990 - 1998

### Combat Infantry Soldier (MOS 11B)

- M-60 gunner, supported multiple natural disasters.

### Combat Infantry Medic (MOS 91B (now 68W))

- EMT Certification, supported annual training operations

## SKILLS

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### Leadership

- High level strategic planning capabilities and time management skills.
- Solid communication skills, both written and verbal. Active listener.
- Ability to make decisions and be accountable for those decisions.
- Delegate responsibilities based on strengths and weaknesses of individuals.
- Passion for evaluating problems and come up with reliable solutions.
- Believe that autonomy, mastery and purpose are primary motivators.

### Technical

- Modern frameworks (React, Next.js, and TypeScript)
- Modern, standards based and SEO-friendly HTML
- Mobile-first, performant HTML, CSS, and JavaScript
- Legacy frameworks such as JQuery and Backbone.js
- Server-side languages and frameworks (PHP, Laravel, Node.js)
- Third party API and web service integration (SOAP, JSON-RPC, REST)
- Relational database architecture and administration (MySQL)
- Less and Sass CSS preprocessors
- Task runners and module bundlers (Grunt, Gulp, Webpack)
- Familiar with but not proficient in NoSQL database architecture (MongoDB, Firebase)
- Design tools (Photoshop, Illustrator, InDesign, Figma)