

Joshua T. Minor

imaginarycartography@gmail.com | <http://imaginarycartography.com>

Who?

I'm a creative product person with a solid technical foundation. I thrive in roles that let me blend my technical expertise, interpersonal skills and organizational chops. I love dreaming up new technology products & features, then motivating those around me to bring those ideas to life.

Business Skills

Agile Product Management – Developer Relations – Technical Support – Project Management
Documentation and Training – Tech ↔ Business Jargon Translation – Marketing and SEO

Technical Skills

iOS – Android – HTML/Javascript/CSS – Python – Objective-C – Java – API and SDK Design
Information Retrieval – Information Extraction – Text Processing – Mobile Advertising

Job History

Product Manager (2014 – Current)

Smule, San Francisco, CA

Smule is a unique mobile company whose mission is to connect the world through musical collaboration. Known for apps such as Ocarina and Sing! Karaoke, Smule is the world's only social network built around users making music together. I own all Smule's web presence, as well as efforts around increasing the reach of our platform, such as sharing and SEO.

- Develop and execute strategy for growing traffic by focusing on user content and vitality. By making content on smule.com easier to find and share and enabling virality, grew traffic 40% on an average month-over-month basis.
- Doubled off-network social sharing through a new media player design, including an embeddable player for Facebook. Developed initial UX concepts, analyzed user testing, managed a/b iterations and launch.
- Worked with outside consultants to create and implement a SEO strategy, including major changes to site URL and link structure, and details such as optimizing in-page html tags. Raised our ranking to first position on search

results for terms such as “karaoke songs”, “sing karaoke” and other strategic key phrases.

VP, Product (2012 – 2014)

mNectar, San Francisco, CA

mNectar provides innovative marketing and monetization ad products for mobile games and apps. I started as a product advisor before the company was officially founded, and grew the role as the company scaled from 2 people with \$30/mo in sales, to a Series A company with \$400k/mo in sales.

- Defined and owned all product management processes for customer products and internal tools. From long term roadmap to day-to-day triage, worked within a growing and dynamic team to translate strategic goals, internal needs and partnership opportunities into actionable plans.
- Analyzed competitors in a very noisy market, leading collaborative development of new ad formats, from initial concept, through A/B testing and iterative improvements. Compensated for a very lean environment through automation and leveraging free and open-source software.
- Designed and oversaw the development of internal ad server user-interface and external publisher portal.
- Ran an agile development process with a team of engineers. Prioritized stories, bugs and features based on fast changing business needs. Provided context, helped brainstorm solutions and enforced quality standards.
- Conceived and built sales demonstration and internal testing apps for iOS and Android platforms. Built and maintained public WordPress site.
- Created all support and training materials for internal teams and partner developers.
- Worked with the CTO to define the architecture for an open source ad mediation layer, as a way to drive developer relations and contribute to the mobile app developer community.
- Acted as sales engineer and tech support for integrating with partners, including mobile game publishers, mediators and exchanges.

Co-Founder (2012 – 2014)

Decoded Analytics, San Francisco, CA

Decoded Analytics is a contractor collective providing outsourced expertise and for-hire development of text analysis and machine learning. Started as a side business by a group of former co-workers to pursue contract opportunities that arose.

- Contributed system design, code and analysis to natural language and machine learning software projects. For example, we built a system in Java which parses recipes scraped from the web into a normalized graph structure, for a cooking website start-up.
- Acted as project manager and administrator, taking care of all organizational and entity level administrative needs. Designed and built out company website and social media presence.

Product Manager / Developer Evangelist (2010 – 2012)

Greystripe, San Francisco, CA

Greystripe pioneered the fullscreen mobile interstitial ad format and was one of the earliest companies in the mobile ad space. I joined as Developer Evangelist and evolved into the company's first Product Manager, with a focus on publisher and ad products. Greystripe was acquired by ValueClick in 2011.

- Managed product lifecycle for all ad formats and the developer platform. Oversaw bug and improvement backlog, measuring day-to-day needs against larger product goals. Worked across functions to gather requirements and communicate product needs to technical teams.
- Conceived and launched a new mobile ad format, Ad Boosters. Performed requirements gathering, managed technical and business schedules, and delivered the product on time. Designed to deliver a new format quickly and with low operational cost, Boosters received positive PR (including coverage in TechCrunch) and sales feedback, growing revenue 10% in a single quarter.
- Managed the development of Greystripe's second generation SDKs for iOS and Android. Defined SDK interface and requirements, coordinated development and led community roll-out.
- Created all demo apps and code samples for iOS, Android and mobile web developers. Wrote documentation, managed support wiki, and developed best practices.

- Provided technical support for all publishers, assisting all levels of developer to debug their integrations. Recreated reported issues and prioritized bugs for engineering. Acted as the voice of the app publisher customer.
- Added the technical touch to Greystripe's Publisher marketing efforts, contributing to the company blog, monthly newsletter, social networking sites. Attended and spoke at conferences and Meetups.

Senior Linguist / Marketing Specialist (2006 – 2009)

Cataphora, Redwood City, CA

Cataphora was an enterprise search and behavior analytics company. We developed and sold cutting edge text and behavior based search technologies to Fortune 500 enterprises.

- Created a natural language analysis scripting framework in Python, including proprietary ontology building language, APIs for corpora access, and classes for basic NLP services (including tokenization, classification and tagging). This platform enabled the Linguistics team to more efficiently test advanced research concepts and deliver custom classification schemes, information visualizations and analytics for clients.
- Supported multi-million dollar sales team by creating marketing materials for our natural language technologies and services, formulating messaging for use in RFP responses, and participating in PR and social media initiatives.

Enrichment Lead Teacher & Enrichment Supply Specialist (2003 - 2005)

Pacific Science Center, Seattle, WA

- Motivated creation of the Supply Specialist position by developing a computerized inventory and repository for PSC's educational supplies, resulting in cost savings and smoother program delivery.
- Taught and developed curriculum for science and engineering classes, workshops, and camps, for elementary students on topics from Lego robotics to the chemistry of candy.

Admissions Intern for Campus Tours (1999 - 2001)

Pomona College Admissions Office, Claremont, CA

- Recruited, scheduled and trained dozens of volunteer guides annually. Personally gave hundreds of campus tours to prospective students, alumni and other visitors.

Other Projects

Imaginary Cartography – <http://imaginarycartography.com>

Designed and built my personal website, including interactive HTML5 art projects.

Jiko Kanri dot Org – <http://jikokanri.org>

A website I built promoting Homer Simpson's "self-management" principles as applied to software development and other skilled production processes.

WordMap – <http://wordmap.info>

The only word cloud creation app for iOS. Automatically builds word clouds from urls, locations and documents.

Fill in the Lulz – <http://fillinthelulz.com/>

A fill in the blank game for iOS, using slang from Urban Dictionary, I developed and released to the App Store, along with a promotional website.

UWCLMA TREC Question Answering System - <http://goo.gl/G0vY9>

Initiated and led the development of the University of Washington CLMA QA system for the National Institute of Science and Technology's TREC 2006 question answering system bake off.

Education

MA, Computational Linguistics (September 2006)

University of Washington, Seattle, WA

BA, Linguistics and Cognitive Science (May 2002)

Pomona College, Claremont, CA