# Jiho Sohn

## Senior Web Operations Manager

jsohndata@gmail.com | +1 (410) 428-6363 | Linkedin

**Languages:** JavaScript, HTML, CSS
**Platforms & Tools: WordPress, Adobe Creative Suite**
**AI & Automation:** AI-assisted workflows, applied generative AI

## PROFESSIONAL SUMMARY

Senior web and digital operations leader supporting cross-functional teams by improving workflows, documenting systems, and introducing practical automation and AI-assisted tools. Has delivered digital and operational solutions across **legal marketing, software engineering education, financial publishing, tourism, and higher education**, adapting processes to each industry's context. Known for bringing structure, clarity, and sustainable improvements to organizations.

## WORK EXPERIENCE

### Practice Made Perfect Marketing - Head of Web Services — West Palm Beach, FL | Oct 2023 - Dec 2024

- Led the transition from local desktop-based workflows to shared cloud-based systems, reducing bottlenecks and improving cross-team visibility.
- Introduced AI-assisted tools to **support and enhance** existing workflows—reducing turnaround time while preserving established team processes.
- **Extended AI-supported workflows beyond Web Services into Marketing and related departments**, supporting broader adoption across the organization.
- Implemented a centralized project management platform to support coordinated work across multiple departments.
- Standardized operations through documented workflows, onboarding materials, and centralized process documentation.

### Boca Code - Senior Software Engineer Instructor — Boca Raton, FL | May 2022 - Aug 2023

- Designed curriculum centred on **project-based learning and real-world, high-quality delivery standards**, giving students exposure to agency-style workflows rather than isolated programming exercises.
- Initiated the early use of generative AI tools across coursework and internship projects, introducing students to emerging technologies as they first became available and positioning AI as a support tool for research and problem-solving tasks.
- Supported **employment outcomes for 83.3% of internship participants**, with graduates securing junior software roles following completion of the programme.
- Coordinated open houses and outreach initiatives, contributing to a **$112K increase in revenue within four months**.
- Designed and launched **three internship programmes** (UX/UI, Generative AI, and WordPress/PHP), structured as an **agency-style residency** focused on applied project work and team-based delivery.

### Banyan Hill - Web Project Manager / Front-End Developer — Boynton Beach, FL | Dec 2019 – Dec 2022

- Collaborated with cross-functional teams across marketing, e-commerce, creative, and customer service to deliver webinar and campaign initiatives that generated **$12.6M in gross revenue**.
- Led the redevelopment of a flagship website serving **375,000 users**, including site architecture updates, UI improvements, and phased releases.
- Introduced project management tools and agile delivery practices to replace ad hoc coordination and improve visibility and workflow consistency across multiple departments.
- Contributed as a front-end developer by modernizing UX/UI standards, streamlining design workflows, and developing reusable components and templates.
- Supported ongoing team skill development by sharing practical JavaScript, React, and CSS approaches through informal workshops and collaborative knowledge-sharing.

**Lake Powell Adventure - Director of Creative and Technology** Page, AZ | Dec 2018 – Jan 2022

- Created and maintained the company website using a visual storytelling approach, leveraging photography and imagery to convey the on-site experience and drive customer engagement.
- Improved organic search performance through consistent daily content publishing and cross-promotion with local partners, supporting approximately $1M in gross revenue over three years without paid marketing.
- Streamlined internal workflows to improve customer communication before, during, and after excursions, contributing to higher customer satisfaction reflected in reviews, social media feedback, and testimonials.

**Legacy Research Group - Web Product Owner and Strategist** Delray Beach, FL | Oct 2018 - Dec 2019

- Coordinated editorial, marketing, and customer service teams to support the launch of **12 digital products**, improving delivery flow and cross-team alignment.
- Established shared design and development standards across multiple brands by creating consistent themes, templates, and documented workflows, improving maintainability and reducing friction for marketing and support teams.

**Hidden Canyon Kayak - Head of Creative and Technology** Page, AZ | Jun 2012 - May 2018

- Drove revenue growth from approximately **$200K to $900K** by redesigning and re-architecting the website with a visual-first approach, aligning structure and content to customer feedback to improve discovery, conversion, and organic search.
- Worked side-by-side with guides and customers in the field, translating firsthand feedback into service and experience improvements and turning tours into **shareable moments** that increased social media visibility and site traffic.

**The Oxford Club - Web Project Manager** Baltimore, MD | Apr 2016 - Feb 2018

- Coordinated multi-departmental efforts across creative, editorial, marketing, retention, and customer support teams to align priorities and deliver digital initiatives collaboratively.
- Introduced and helped centralize digital project management practices, improving communication, planning, and coordination across teams during development and content migration efforts.

**NCSDO - Back-End Web Developer** Baltimore, MD | May 2002 - Feb 2013

- Worked with colleges and universities to design and build admissions websites and digital campaigns supporting higher-education recruitment efforts.
- Developed customized admissions marketing software using email outreach and engagement tracking, supporting contact lists ranging from **75,000 to 250,000 prospective students**.

## EDUCATION

- **Rhode Island School of Design - Bachelors of Fine Arts (BFA)** Providence, RI | Aug 2001


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