

SAM MEIER

DIGITAL PRODUCT OWNER | TECHNICAL PRODUCT & DIGITAL PLATFORM LEADER

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PROFESSIONAL SUMMARY

Digital Product Owner and former full-stack developer with 10+ years of experience spanning digital publishing, subscription platforms, analytics, web development, marketing technology, automation, and enterprise integrations. Combines hands-on engineering expertise with product ownership, vendor coordination, troubleshooting, and data-driven decision-making. Experienced with Piano, GA4, Looker Studio, Chartbeat, Campaign Monitor, Search Console, CMS platforms, AWS, Django, React, APIs, and CRM-driven digital experiences.

CORE SKILLS

Product & Platforms: Digital product ownership, subscription/paywall strategy, checkout flows, CRM, vendor management, requirements, QA, troubleshooting, analytics, SEO

Publishing & MarTech: Piano, Campaign Monitor, Chartbeat, GA4, Looker Studio, Google Search Console, Libercus CMS, Newzware

Engineering: React.js, Next.js, TypeScript, JavaScript, Angular, Django, Python, FastAPI, Node.js, REST APIs, HTML/CSS

Cloud & Data: AWS (EC2, S3, RDS, Lambda), Docker, GitHub Actions, PostgreSQL, MySQL, MongoDB, Redis

CMS & Enterprise: Drupal, Adobe Experience Manager, WordPress, Salesforce, Salesforce Marketing Cloud

PROFESSIONAL EXPERIENCE

Digital Product Owner | The Blade

Apr 2026 - Present

- Own and support digital products across The Blade's website, eBlade, reader applications, subscription experiences, analytics stack, and audience platforms.
- Manage Piano Composer and Checkout experiences, including subscription offers, direct-checkout flows, gift subscriptions, login behavior, renewal communications, and promotional landing-page experiences.
- Build and maintain reporting in GA4 and Looker Studio for users, sessions, pageviews, and cross-property performance; use Chartbeat to support real-time audience and app analytics.
- Lead technical SEO and indexing remediation using Google Search Console, including historical sitemap normalization, canonical URL cleanup, redirect analysis, and coordination of FTP-based sitemap deployment.
- Coordinate with internal developers and external vendors to troubleshoot platform issues, define requirements, validate fixes, and improve digital publishing and subscription workflows.
- Support Campaign Monitor email automation and audience initiatives, including recurring campaigns, testing, RSS-driven content, and subscriber communications.
- Work across APIs, data pipelines, CMS, analytics, paywall/CRM systems, and third-party platforms to diagnose issues and deliver product improvements.

Building Automation Technician / Programmer | Wadsworth Solutions

Mar 2025 - Apr 2026

- Programmed, commissioned, and serviced Schneider Electric EcoStruxure Building Operation (EBO) and Tridium Niagara systems, controllers, sensors, and field devices.
- Developed and modified BAS logic, graphics, and sequences of operation to improve HVAC and energy performance.
- Integrated third-party equipment using BACnet, Modbus, and LonWorks; performed testing, troubleshooting, diagnostics, and performance validation.
- Collaborated with engineers, project managers, and electricians on turnkey BAS installations and maintained control drawings, wiring diagrams, and as-built documentation.

PROFESSIONAL EXPERIENCE (CONTINUED)

Full Stack Developer | Latcha + Associates

2018 - Mar 2025

- Developed microsites, landing pages, interactive forms, data funnels, and large-scale email campaigns for Audi Sales and Audi After Sales.
 - Built and maintained Adobe Experience Manager experiences for Audi USA, Audi Finance, Kia, Lincoln, Jaguar, and Chris-Craft and integrated CRM-based marketing strategies with Salesforce Marketing Cloud.
 - Served as technical lead for a three-developer team building augmented-reality applications for Ford Bronco and Mustang.
 - Developed an AI small language model for brand-specific email generation and a machine-learning pipeline for real-time vehicle image recognition.
 - Built a Django/React system for selling custom digital brochures and other dealership marketing products and created a reusable microservice framework for future projects.
 - Co-led training of an offshore development team and created internal tooling to streamline GitHub workflows, reporting, bug tracking, and task management.
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Front End Developer | Media Genesis

2016 - 2018

- Built front-end components and full websites for clients including Allegheny Health Network, REDICO, MotorCity Match, and American House.
 - Developed complete client websites and maintained content-driven sites using Drupal, custom web components, and interactive features.
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UX / Frontend Developer | Thrive Internet Marketing

2015 - 2016

- Designed and developed websites for organizations including Toledo YMCA, Needmorfund, Help With Heroin, and Tony Packo's.
 - Used Accrisoft Freedom CMS to manage content and deploy custom web components and interactive features.
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UX / Frontend Developer | BGSU Center for Faculty Excellence

2013 - 2015

- Rebuilt and maintained the Center for Faculty Excellence website, developed Canvas LMS course modules, and ensured compliance with university branding and content standards.

EDUCATION

Bachelor of Science in Technology | Bowling Green State University | 2016