

Reid Karle
(334) 233-0911
Charlotte, NC
Skunkwerx.Llc

Results-driven Solutions Engineer and Digital Products Manager with a strong background in front-end web development, digital operations, and quality assurance. Strong problem-solving skills with a focus on user experience and process efficiency. Proven expertise in designing and implementing user-centric digital solutions, optimizing workflows, and ensuring seamless front-end integration. Adept at leveraging JavaScript, jQuery, and other development tools to enhance functionality and user experience. Skilled in managing cross-functional teams, driving process improvements, and delivering high-quality digital products in fast-paced environments.

Townsquare Interactive | Charlotte, NC

Solutions Engineer (Feb 2026 – March 2026)

Digital Products Manager (May 2020 – Feb 2026)

- Designed and built digital products with a focus on front-end functionality and user experience, ensuring seamless integration and optimal performance.
- Collaborate with cross-functional teams to enhance product quality, optimize performance, and integrate backend systems seamlessly.
- Build, maintain, service and manage:
 - Internal ticketing systems for service teams
 - All production related forms
 - Integration of maintenance of platforms for forms, middleware and ticket creation
 - Develop custom code to extend functionality and improve form interactions and data handling
 - JavaScript, jQuery, HTML, CSS and more

Product Quality Engineer (Aug 2019 – May 2020)

- Developed and executed quality assurance strategies to enhance digital product reliability.
- Conducted front-end testing using and JavaScript debugging to resolve performance issues.
- Worked with development teams to refine UI/UX elements and optimize code efficiency.

Finance Operations Manager (Sep 2018 – Feb 2019)

- Managed financial operations and reporting, streamlining business processes.
- Developed data-driven strategies to improve cost efficiency and operational effectiveness.

Quality Assurance Manager / Digital Operations Manager (Mar 2017 – Sep 2018)

- Led QA initiatives for digital platforms, ensuring compliance with industry standards.
- Designed and implemented front-end automation testing frameworks.
- Managed digital workflows to enhance customer experience and operational efficiency.

Quality Assurance Analyst (Jun 2016 – Mar 2017)

- Conducted comprehensive front-end testing and identified key areas for performance optimization.
- Assisted in the development of digital tools to enhance site functionality.

Onboarding Specialist (Jan 2016 – May 2016)

- Facilitated seamless customer onboarding processes for digital services.
- Provided technical support and troubleshooting for client integrations.

Digital Marketing Specialist (Sep 2015 – Jan 2016)

- Developed and executed online marketing strategies, leveraging SEO and social media tools.
- Optimized digital campaigns to enhance engagement and conversion rates.

Townsquare Ignite

Data and Analytics Manager (Feb 2021 – Nov 2023)

- Oversaw Data and Analytics team members and deliverables
 - Client reporting - data aggregation in dashboards and deliverables
 - Internal reporting for Business Intelligence
 - If it dealt with campaign data we handled it
 - Usage and support of data reporting tools
 - Worked with multiple cloud-based advertising technology platforms for advertisers and publishers
 - DSPs such as - The Trade Desk, Xandr, Amazon, Simpli.fi, Google, etc.
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ON24 | Charlotte, NC

Webcast Manager (May 2012 – Jun 2014)

- Managed live and on-demand webcasts for small business to large corporate clients.
 - Provided technical support and solutions for streaming media and platform based events.
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Conference America, Inc. | Montgomery, AL

Sales Engineer (Jun 1997 – Apr 2012)

- Provided technical consultation and support for high-profile corporate webcasts, ensuring seamless execution and optimal audience engagement.
 - Led the development and execution of webcast solutions and virtual events for large-scale clients.
 - Supported and configured streaming media technologies to improve reliability and user experience.
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Technical Skills & Competencies

- **Front-End Development:** JavaScript, jQuery, HTML, CSS,
 - **Web Design & UX:** WordPress, Gravity Forms Development, UI/UX Optimization, Responsive Design
 - **VST (Virtual Studio Creation) - JUCE Framework** – Audio instruments for industry standard DAWs
 - **Print Media:** Design and oversee printing of promo flyers, business cards, letterhead, trade show signage, etc
 - **Quality Assurance & Testing:** Remote Troubleshooting, Chrome Extensions, Automated Testing, Puppeteer JS
 - **Multimedia & Marketing:** Audio Editing, Video Editing, Streaming Media, Online Advertising
 - **Data & Analytics:** CRM Systems, Data Reporting, SEO, Social Media Marketing
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