

# Edmund Bini

Founder-Operator | Product Architect | Digital Platform Builder  
Remote | Manalapan, NJ | [www.sizzahandz.com](http://www.sizzahandz.com) | [github.com/Sizzahandz](https://github.com/Sizzahandz)

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## PROFESSIONAL SUMMARY

Founder-operator and product architect with 20+ years designing, monetizing, and operating revenue-generating digital platforms in digital music and media. Built a successful music career beginning at 17, earned gold and platinum record credits, and turned that market knowledge into one of the earliest legitimate online platforms for DJs. Strongest capability is turning product vision, workflows, data needs, monetization strategy, and business logic into shipped systems through disciplined AI-assisted technical execution.

## CORE STRENGTHS

- Product architecture and business logic
- Platform monetization and subscriptions
- Contributor roles and workflow design
- AI-assisted technical execution
- Render, Docker, AWS S3, webhooks
- Payments, secure delivery, automation

## PROFESSIONAL EXPERIENCE

### Founder / Product Builder / Technical Operator | Crooklyn Clan and Independent Digital Product Businesses | 2003-Present

- Built and operated revenue-generating web applications that peaked around \$1.2M in annual gross revenue and still generate roughly \$200k-\$300k annually with lean oversight.
- Pioneered a first-of-its-kind legitimate online digital music platform for DJs, shifting customers from peer-to-peer sharing toward subscription and purchase-based access.
- Conceived each core application from scratch, defining product vision, user roles, workflows, monetization, data needs, and business logic end to end.
- Recruited, onboarded, managed, and paid 200+ editors and contributors globally over time, with roughly 40 active in current systems today.
- Led four generations of the core platform, first through freelance developer direction and now through disciplined AI-assisted technical execution under explicit product rules, iteration, and QA.
- Defined the architecture and drove implementation for CCV5, CastDJ, and MixinitV2 as production web applications spanning commerce, subscriptions, contributor workflows, payouts, ingestion pipelines, and secure media delivery.
- Built Patrizia, a Render-hosted transcription application using FastAPI, React, AssemblyAI, and speaker diarization for legal transcript workflows.

### Earlier Background | DJ / Music Producer / Independent Brand Operator

- Built an international career as a DJ and music producer under the stage name Sizzahandz beginning at 17, earning gold and platinum record credits and later applying that market knowledge to products built for DJs, artists, and digital music customers.

## TECHNICAL ENVIRONMENT

Next.js, React, TypeScript, Node.js, NestJS, Express, FastAPI, Python, PostgreSQL, MongoDB, Redis, Docker, Render, AWS S3, PayPal, Firebase Auth, SendGrid