

Edmund Bini

Platform Operations Lead | Marketplace Operations | Product Builder
Remote | Manalapan, NJ | www.sizzahandz.com | github.com/Sizzahandz

PROFESSIONAL SUMMARY

Operations-minded founder who built and still runs revenue-generating digital platforms serving a global contributor network. Experienced in designing contributor roles, onboarding, payout workflows, platform policies, subscriptions, customer operations, and the product improvements that keep complex systems usable and commercially clean. Best fit for marketplace, creator, platform, and product operations roles.

CORE STRENGTHS

- Contributor onboarding and role design
- Payout workflows and platform policies
- Subscription and commerce operations
- Process design and workflow improvement
- Global contributor support and retention
- Product feedback loops and iteration

PROFESSIONAL EXPERIENCE

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

- Built and operated digital platforms that peaked around \$1.2M in annual gross revenue and still generate roughly \$200k-\$300k annually with lean oversight.
- Recruited, onboarded, managed, and paid 200+ editors and contributors globally over time, with roughly 40 active in current systems today.
- Designed contributor roles, onboarding paths, payout workflows, and platform policies across U.S. and international contributors.
- Managed ongoing contributor experience, issue resolution, and platform operations across subscription and purchase-based digital music businesses.
- Used product improvements, automation, and disciplined AI-assisted technical execution to reduce manual overhead while preserving business continuity and revenue.
- Operated platforms spanning payments, customer libraries, secure delivery, webhooks, recurring tasks, and contributor-facing workflows.
- Pioneered an early legitimate online digital music model for DJs as the market shifted away from peer-to-peer sharing.

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

Platform operations, contributor networks, payouts, subscriptions, payments, secure delivery, webhooks, automation, Render, AWS S3, PostgreSQL, MongoDB