

Edmund Bini

Technical Product Manager | Product Architect | Platform Builder
Remote | Manalapan, NJ | www.sizzahandz.com | github.com/Sizzahandz

PROFESSIONAL SUMMARY

Technical product leader with 20+ years turning product ideas into revenue-generating digital platforms. Strength lies in defining workflows, user roles, requirements, business logic, monetization, and release priorities, then driving disciplined AI-assisted technical execution against clear product intent. Built and operated platforms for digital music, contributor networks, subscriptions, secure delivery, and transcription workflows.

CORE STRENGTHS

- Requirements and business logic
- Feature definition and release priorities
- User roles, workflows, and policies
- AI-assisted technical execution
- Payments, subscriptions, secure delivery
- Data migration, integrations, webhooks

PROFESSIONAL EXPERIENCE

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

- Turned business needs into detailed product requirements, workflows, user roles, monetization rules, and technical business logic for multiple revenue-generating applications.
- Owned feature definition, prioritization, QA decisions, release planning, and ongoing iteration across four generations of the core platform.
- Built businesses that peaked around \$1.2M in annual gross revenue and still generate roughly \$200k-\$300k annually with lean oversight.
- Directed freelance developers historically and now drive disciplined AI-assisted technical execution, reducing dependence on outside engineering while continuing to ship product improvements.
- Managed 200+ editors and contributors globally over time and used real contributor and customer feedback to shape product decisions.
- Led platforms spanning commerce, subscriptions, customer libraries, secure downloads, payouts, ingestion pipelines, and operational automation.
- Defined the product and drove implementation for applications including CCV5, CastDJ, MixinitV2, and Patrizia.

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

Product requirements, business logic, release planning, Next.js, Node.js, PostgreSQL, MongoDB, Render, AWS S3, PayPal, Firebase Auth, webhooks, automation