

JASON MARTOCCI

Senior Full-Stack Engineer / AI Systems Builder / Founder · New Jersey, USA ·
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Senior full-stack engineer and founder with 25+ years shipping software, commerce platforms, AI products and automation. Current work spans agentic workflows, retrieval, tool use, evaluations, guardrails and observability.

SKILLS

Product engineering: React, Next.js, TypeScript, Node.js, Express, REST APIs, Cloudflare Workers

AI + automation: Claude API, RAG, Tool calling, MCP, Structured outputs, Evals, Tracing

Digital commerce: Shopify Plus, Magento 2, Drupal, Mobile commerce, Shopify APIs

Discoverability: JSON-LD, SEO / AEO, Open Graph, Sitemaps, Canonical URLs

EXPERIENCE

ViralWorx.ai: Founder / Full-Stack Developer 2025 — now

- Command Center: analytics across YouTube, TikTok, Instagram and Facebook in one view.
- A scheduler that publishes to all four platforms.
- Bulk Creator and Bulk Editor: AI-assisted titles, descriptions and tags across many videos at once.
- Media Creator: AI image and video generation through a separate renderer service.

DTLR, Inc.: E-commerce Specialist 2024 — now

- Leads development and optimization of DTLR.com and the mobile app, with technical SEO and web-performance work.
- Built mobile commerce features that improved page speed, reliability and checkout.
- Responsive product pages in Magento 2 with React, AngularJS and Bootstrap, delivered in agile sprints.

Art Brand Studios: Shopify Plus / Full-Stack Developer 2021 — 2024

- Led the full redevelopment of ThomasKinkade.com with a 12-person cross-functional team and outside vendors.
- Launched Thomas Kinkade Reserve, a digital-collectible marketplace that accepted card payments through OpenSea, Coinbase and NiftyBridge integrations.
- Led the Costco Next and Art of Entertainment web initiatives.

Nestlé Health Science: Shopify Plus / Full-Stack Developer (contract) 2021 — 2021

- Delivered work on four brand storefronts in a six-month contract, on time and on budget.
- Coordinated more than 20 people across internal and external business and technical teams.

Daniel Markus Inc. / Pierce Bainbridge: Shopify / Full-Stack Developer 2020 — 2021

- Directed a 10-person IT team, including file security.
- Built an inventory system spanning nine stores, three warehouses and eight eBay accounts.
- Shipped the Fightback.law site in four hours with Next.js, in time for a national press launch.

APC Postal Logistics: Senior Director / Full-Stack Developer 2016 — 2020

- Owned technology operations and KPI reporting (Power BI) for the leadership team.
- Upgraded the network across four locations and 100+ computers and industrial machines, and led the IT side of opening a third location.

JKLM Services: Partner / Manager

2013 – 2016

- Google Maps and geolocation integrations that served location-specific content.
- Ran paid search and social campaigns end to end.
- Built the accounting, sales-tracking and reporting procedures.

Applied Cognetics: Developer / Project Manager

2005 – 2013

- Defined and built AcxFusion, desktop software that brought ad-network reporting into one real-time view.
- Grew the Daily Dollar newsletter past one million daily subscribers; its podcast was named one of eight top personal-finance podcasts by U.S. News & World Report.
- Managed paid campaigns across more than 200 lead-generation sites.

1800Communications: Project Manager / Full-Stack Developer

2002 – 2005

- Took delivery from one site a month to more than three a week.
- Led a team of marketers, designers and a copywriter from spec to release.

Vistaar Technologies: Project Manager / Full-Stack Developer

1999 – 2002

- Worked on site in Mumbai leading UX and development of B2B web applications for a multidimensional database product.
- Coordinated a team of about 20 international developers and designers.

SELECTED PROJECTS

The AI Bookie

2025 – now

Sports decision support for adults 21+: grades today's sportsbook markets from the consensus of the books, and shows every reason, every source and how fresh the data is.

AI Paper Trader

2025 – now

A practice-first trading workspace for U.S. stocks, ETFs and crypto: research, strategy review, order previews, approval gates, risk controls and audit logs, all on paper.

Your Chess Career

2026 – now

A free tool for Chess.com and Lichess players to explore their whole career (ratings, openings, opponents, tournaments) and review their own games with an in-browser engine.

Martocci Family Heritage

2026 – now

A family history site with a members-only tree that updates itself from Ancestry exports, and an AI family historian that answers from the tree.

Stack or Sink

2026 – now

A mobile-first competitive physics game on Roblox: grab real-world objects, stack a tower to climb, throw things at rivals, and stay above the rising hazard.

EDUCATION

Rutgers University: Full Stack Development, Full Stack E-commerce Development

Villanova University: Mastering Project Management; Advanced Strategic Project Management; Project Management for IS/IT Professionals