

# JESSE STAY

Senior Frontend/Backend Developer and Engineer

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🌐 <http://jessestay.com> <http://search.cpan.org/~jessestay/> <https://github.com/jessestay> 📍 Greater Salt Lake City Area



## EXPERIENCE

Founder, Principal

**Stay N Alive, LLC**

📅 May 2007 - ongoing 📍 Entirely Virtual Presence

- Scaled team & managed both large & small budgets for clients
- Kred.com: Advised and developed social media API integrations
- FamilyLink's We're Related: Designed social integrations for #1 app
- MovieClips.com: Advised on Facebook API integrations
- EveryoneSocial.com: Advised on gamification and API integration
- Pluralsight.com: Advised on FB integrations and sharing strategy
- MySpace.com: paid to build integration with SocialToo for the website to track new and lost followers

Social Media Architect

**The Church of Jesus Christ of Latter-day Saints (Mormon Church)**

📅 Mar 2010 - May 2013 📍 Salt Lake City, Utah

- Managed and led team of developers to build NLP-based tracking system for general conference
- Built, using Wordpress plugins and templates, state of the art (but never released) young single adult social network
- Strategized with privacy groups the integration of Facebook and Twitter logins, and building a layer for the other developers in the organization to connect and respect privacy requirements
- Advised FamilySearch.org on integration of Google's Social Graph technology into properties for identifying family relationships inside Google.
- Helped launch a global social media strategy for the internationally-renowned "I'm a Mormon" campaign, including FB sharing integration
- Directing advisor over major broadcast media properties including NBC/KSL, KIRO, KSWD, KTAR, the Deseret News, and FamilyShare.com
- Helped Brigham Young University launch a global social media presence and build structure for social media within the institution

Technical Writer

**Facebook, Inc.**

📅 Aug 2009 - Oct 2009 📍 Palo Alto, California

- Developed documentation showing devs & Fortune 500 companies how to build FB into their apps, in prep. for the launch of FB Connect
- Worked closely with high level internal stakeholders to map out internal process controls for documentation

## LIFE MANTRA

*"The problem is the solution"*

Bill Mollison - Inventor of Permaculture

## ACHIEVEMENTS

📈 **Building a 100,000 user app**  
from scratch with SocialToo.com

🦸 **Writing Facebook's dev docs**  
on their public developer wiki for the launch of Facebook Connect

💡 **Experience & Leadership**  
setting standards & tactics others follow now for Facebook, Twitter, and other social media API and app development

## EDUCATION

B.S. Computer Information Systems

GPA

**6.00** / 6.00

**Strayer University**

## COURSES I'VE TAUGHT

**Professor & Course Designer, SM160 - Social Media Ads & Advocacy, LDS Business College**

**Multiple Ads and Growth Courses on Pluralsight.com**

## EXPERIENCE

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### SocialToo.com

#### Founder, Developer

📅 Oct 2008 - Mar 2010 📍 Entirely remote

- Built frontend and backend of website touted by Techcrunch, Mashable, Venturebeat, Readwriteweb, USA Today, and New York Times as bucking trends in technology
- Invented auto-follow and auto-dm on Twitter. Built tools for tracking Twitter following. Users included @pepsico, @brittneyspears, @mchammer. Written in Perl, Mod\_Perl, and Catalyst (and JavaScript)
- Built audience of over 100,000 users.

### Backcountry.com

#### Frontend and Backend Developer

📅 Oct 2005 - Aug 2006 📍 Park City, Utah

- Wrote state-of-the-art keyword generation tools and software that communicated with Google, Yahoo, and MSN APIs to auto-bid on keywords.
- Developed most code in redesign of SteepAndCheap.com, much of which is still in place today and lead community on self-hosted forum.

## VOLUNTEER

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### Scout Master

#### Boy Scouts of America

📅 June 2012 - Mar 2016

Wood Badge trained and certified, I led a group of boys to become leaders themselves, instituting programs for leadership and growth of the youth, ages 12-16. All of my boys led the program, not the adults. Amongst those boys, 2 have already earned their Eagle, others have gone to their own youth trainings, and some have joined the prestigious Order of the Arrow organization.

### Wood Badge Staff

#### Boy Scouts of America

📅 Sep 2015 - ongoing

Training Boy Scout leaders to train their boys to be leaders. We teach the principles of the EDGE method by Explaining, Demonstrating, Guiding, and Enabling leaders to teach their boys to do the same in their Troops

### Ham Radio Volunteer

#### American Red Cross

Certified General Class Ham Radio operator, with experience managing emergency situations for the Red Cross and other institutions.

## MY BOOKS

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### I'm on Facebook--Now What???

#### Happy About/Think Aha

*Jesse Stay, Jason Alba*

📅 Jan 2013 🔗 <http://amzn.to/2bKP32B>

Tips and tricks for managing a marketing and business presence on Facebook

### Facebook All-in-One For Dummies

#### Wiley

*Jesse Stay, Jamie Crager, Scott Ayres, Melanie Nelson, Daniel Herndon*

📅 Apr 2014 🔗 <http://amzn.to/2cb1sfE>

Wrote the book within on application development on Facebook

### FBML Essentials

#### O'Reilly

*Jesse Stay*

📅 Aug 2008 🔗 <http://amzn.to/2oEnL59>

Now defunct, the first book ever written on Facebook API development, focusing on Facebook's original markup language, FBML

### Facebook Development For Dummies

#### Wiley

*Jesse Stay*

📅 May 2011 🔗 <http://amzn.to/2cknonL>

A book for beginners on developing applications on the Facebook platform. I wrote this shortly after my time working for Facebook

### Minecraft For Dummies

#### Wiley

*Jesse Stay, Thomas Stay, Joseph Stay*

📅 Jan 2015 🔗 <http://amzn.to/2clUSF8>

I wrote this book as a project to bond with my kids. My boys wrote most of the book, & I led them in outlining and editing what they wrote.