Jessie Lee Martin

Technical Project Manager | B2B SaaS Delivery, Production Launches & Integrations

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SUMMARY

Technical project manager with 15+ years delivering web and B2B SaaS projects from requirements to production, with hands-on roots as a software developer. Turns business goals into clear technical requirements, milestones, and owners, then runs the delivery rhythm: work breakdowns, risk reviews, prioritization, and scope control. Owns launches end to end, from production cutovers and deployments to rollback plans. Launched five SaaS products in 2026, including a production server migration with no customer-facing downtime. Integration-heavy background in multi-server, queue-driven applications, APIs, webhooks, cloud infrastructure, and marketing analytics and conversion tracking, with security, compliance, and QA built into every release. Explains technical decisions clearly, from engineers to executives.

SKILLS

- **Delivery:** technical requirements, milestones and owners, work breakdowns, phased roadmaps, prioritization, risk reviews, dependency management, scope control, status reporting, blameless post-mortems and retrospectives, Agile/Scrum sprints and Waterfall
- **Launches and releases:** production cutovers, deployments, rollback plans, release checklists, approval gates, live verification
- **Quality, security, and compliance:** QA and UAT, acceptance criteria, automated testing and CI (GitHub Actions), security (SSL, access controls), compliance (TCPA, carrier 10DLC, CAN-SPAM, FTC review rules)
- **Technical:** software development (Laravel, PHP, MySQL, JavaScript), multi-server, queue-driven Laravel applications (Redis, Laravel Horizon, Supervisor workers, scheduled jobs), REST APIs, event-driven webhooks with retries and idempotency, websockets, cloud infrastructure (DigitalOcean), production and staging servers, Linux servers and DevOps (CI, deployments, monitoring), DNS, SSL, architecture decisions
- **Documentation:** technical documentation in Markdown and Git (runbooks, decision logs, go-live checklists, post-mortems), Google Docs; quick to pick up Confluence
- **Martech and analytics:** GA4, Google Tag Manager, conversion tracking, HubSpot, Salesforce, Stripe and Stripe Connect, Twilio, Mailgun
- **Tools:** Jira, GitHub, Trello, Slack, Google Workspace, Microsoft Office, uptime monitoring dashboards, AI tools and agents (Claude API)

EXPERIENCE

Project Manager & Lead Developer | Social Points Media, Remote | 2009 - Present

B2B web and SaaS company serving business clients. Built 100+ websites and platforms and led contract developers across concurrent projects. Plan, prioritize, and deliver a portfolio of live SaaS products and client projects.

- Planned and launched five B2B SaaS products in 2026, turning business goals into technical requirements, milestones, and owners: ToroDocs (e-signature, paying customers), CrexiPay (Stripe Connect invoicing), Texttive (business texting), Chattiv (live chat with AI), and RepComet (reviews and reputation).
- Planned and ran a production cutover for RepComet to a new server with no customer-facing downtime (October 2026), with a written cutover plan and live verification, then a public launch with live billing.
- Run the delivery rhythm with phased plans, work breakdowns, risk reviews, and approval gates: every deploy, customer email, publication, and payment change needs sign-off before it ships.
- Document architecture decisions and tradeoffs for each product, and manage dependencies across vendors and platforms (Stripe, Twilio, Mailgun, DigitalOcean, hosting providers).
- Lead contract developers and coordinate about 20 specialized AI agents covering development, support, billing, monitoring, SEO, and social media, with a daily briefing, an open-items tracker, and weekly status reporting.
- Run blameless post-mortems after every serious incident, with documented root causes and process changes: for example, a required live web check after any server permissions change, and a code guard that blocks test runs against production.

- Manage multi-server, queue-driven applications: separate production and staging servers, Redis queues with Laravel Horizon and Supervisor workers, scheduled jobs, and event-driven Stripe and Twilio webhooks with retries and idempotency.
- Enforce quality through QA, automated test suites, and CI on every product, including 700+ tests on GitHub Actions for RepComet.
- Managed compliance-heavy launches: carrier 10DLC approval for Texttive, TCPA opt-out handling, and FTC-compliant review requests for RepComet.
- Run uptime monitoring dashboards and alerts across all products, catching issues early with one alert per new issue and a daily summary.
- Moved three client websites to new hosting with DNS cutovers, and wrote the pre-launch checklist now used for every cutover; cut hosting costs by consolidating products onto shared cloud servers and retiring two servers.

Lead Instructor | Eastex Coding Academy, Livingston, TX | 2021 - 2023

- Designed and delivered a web development curriculum (HTML, CSS, JavaScript, PHP), planning milestones for each cohort.
- Explained technical material to mixed-skill groups, adapting it to each audience.

UX Developer & System Tester (contract) | Stixis Technologies, FinMas platform, Las Vegas, NV | 2018 - 2019

- One-year contract on an enterprise financial software platform.
- Primary liaison between business stakeholders, U.S. developers, and an offshore engineering team; kept sprint scope, priorities, and blockers visible across time zones and interdependent teams.
- Wrote functional specifications, wireframes, and acceptance criteria, and validated delivered work in QA before sign-off.
- Contributed to a 25% reduction in feature delivery time through clearer requirements handoff.

Technology Infrastructure Specialist (contract) | Commercial clients, TX and LA | Earlier career

- Delivered commercial cabling, server room, CCTV, and access control installs against fixed deadlines, coordinating engineers, electricians, and vendors on site.

LIVE PRODUCTS

ToroDocs (torodocs.com) · CrexiPay (crexipay.com) · RepComet (repcomet.com) · Texttive (texttive.com) · Chattiv (chattiv.com). Case studies: github.com/nvitguru

EDUCATION

High school diploma. 15+ years of self-directed technical training and applied experience in software delivery, systems integration, and applied AI.