Zackery Smith

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Summary

Executive and builder who ships. Scaled Fluyo from stalled to a successful launch by leading a 25+ person cross-functional team, raising ~$800k, and generating $100k revenue in the first two weeks post-launch. Former Head of Product, Software Engineer, and Project Manager with a track recorded of blending product vision, go-to-market, and operational rigor to deliver results.

Work Experience

Co-CEO at Fluyo | Remote | 04/2024 - 09/2025
The most fun and effective way to learn a language ever created. Play an RPG while you learn.
- Led global team of 25+ through beta launch, full launch, and multiple fundraises
- Raised ~$600,000 Reg CF at $25M valuation and ~$200,000 convertible notes
- Managed product, art, course-writing, engineering, growth, and customer support teams
- Reforged stagnant company culture and ops to wildly successful launch ($100,000 revenue in first two weeks)
- Grew, reactivated, and engaged 150,000+ person email waitlist and grew new audience organic social media to 6,500 subscribers and 1M+ video views

Co-founder & Software Developer at Pivotal Retention | Remote | 11/2021 - 08/2022, 07/2023 - Present
A workflow automation tool that helps trucking companies retain their drivers.
- Main Enterprise client saw 36x ROI, 80% drop in turnover, and 100% drop in moving accidents
- Built 110+ Features | 60+ REST API Endpoints | 30+ Unique Screens
- Stack: Node.js, JavaScript, ExpressJS, MongoDB, SendGrid, JWT, HTML5, Heroku, and more
- Owned product & development, defining and executing product strategy and roadmap.
- Supported clients through customer service & success, product updates, and new features
- Defined user personas, designed matching user interface, and built flexible product architecture.
- Led due-diligence process & software review during potential acquisition negotiations.

Head of Product at Scrutinize | Remote | 9/2022 - 2/2023
An automated ledger review tool that makes bookkeepers better and more efficient.
- Led product, guiding strategic direction and adjusting positioning to enable new customer markets.
- Led a scrum team, expanding team throughput capabilities and establishing lasting systems for design, development, and market testing.
- Utilized data analysis to inform decision-making and preemptively answer engineer questions.
- Built email, search, and social ad marketing campaigns, including integrating analytics tools.

Affiliate Broker at Keller Williams Nashville | Nashville, TN | 9/2020 - 10/2021
- Developed sales, marketing, and financial analysis strategies within the real estate industry.

Software Developer for Independent SaaS Applications | Nashville, TN | 12/2019 - 5/2020
Tyrn - A rideshare-style platform with all the tools necessary for drivers to operate their own business.
QuickPrints - A platform marketplace that makes selling high quality prints of your photos a breeze.
- Built 105+ Features | 85+ REST API Endpoints | 80+ Unique Screens
- Stack: Node.js, JavaScript, ExpressJS, MongoDB, Stripe, AWS S3, JWT, HTML5, Heroku, and more
- Created travel-aware scheduling system utilizing external APIs.
- Implemented custom server-side rendering system for user profile sites.
- Developed custom image watermarking and safe storage system utilizing AWS S3.
- Built user registration, authentication, and password reset system with bcrypt and JWT.

Systems Integration Eng. (Project Mgmt.) at General Dynamics Land Systems | MI | 11/2018 - 11/2019
- Coordinated a cross-functional team of 20+ in a multi-million-dollar project, resulting in won $768M contract.
- Optimized workflows, set project targets, and managed resources to meet deadlines and budget.
- Leveraged risk management techniques, identifying obstacles and implementing solutions proactively.
- Communicated progress by regularly updating leadership and customers on progress and potential risks.
- Acquired deep experience in managing cross-functional teams and executing large-scale projects.

Education

Bachelor of Science in Mechanical Engineering | The University of Alabama
Graduated December 2017 | 3.74/4.0 GPA | National Merit Scholar

Software Tools

JavaScript, Node.js, ExpressJS, CSS, MongoDB, SendGrid, S3, HTML5, Git, REST, JSON, AWS Services, React, Python, Flask, Mixpanel, Amplitude, Google Analytics, Click-up, Confluence, Figma, and the Adobe Suite

Skills

Web Development (Front-end & Back-end), Data Analysis & Quantitative Skills, User Interface (UI) & User Experience (UX), Application Architecture, Strategic Direction, Team Leadership & Development, Entrepreneurship, Agile Development, Customer-centric Mindset, Technical Product Management