DAVE HON

TECHNOLOGY • DIGITAL PRODUCT • BUSINESS TRANSFORMATION

Kansas City, MO | 816-674-2856 | davehon1@gmail.com | DaveHon.com | LinkedIn

PROFESSIONAL PROFILE

Cross-functional technology leader with a foundation in award-winning digital journalism and published media research. Builds and operates systems connecting commerce, ERP, inventory, fulfillment, customer communications, and analytics. Combines hands-on engineering and infrastructure ownership with editorial leadership, marketing fluency, research skills, and a practical understanding of how technology changes business operations.

LEADERSHIP & FUNCTIONAL EXPERTISE

Digital transformation • Business applications & workflows • Digital product strategy • E-commerce operations • Marketing technology & SEO • Editorial leadership • Data & analytics • AI & automation • Systems integration • Infrastructure & security

PROFESSIONAL EXPERIENCE

CLASSIC PARTS OF AMERICA | Riverside, Missouri

Technology & Business Systems Lead / Full-Stack Developer | 2021–Present

Develop and operate technology spanning an established automotive-parts retailer's customer-facing commerce, internal operations, data, and marketing systems.

- Designed and built Artemis and Apollo, internal applications supporting catalog data, purchasing, receiving, inventory, picking, packing, backorders, and fulfillment workflows.
- Integrated custom tools with Freestyle Solutions M.O.M. and the e-commerce platform using APIs, SQL, automated jobs, and data services to connect operational processes.
- Developed warehouse-facing software, including Zebra WS50 wearable workflows and Raspberry Pi packing-station applications.
- Owned hands-on engineering and production reliability work for commerce systems: checkout, payments, shipping, search, upgrades, troubleshooting, and security remediation.
- Migrated and operated Mautic marketing automation with Amazon SES and message queues; connected customer history, segmentation, campaign delivery, SEO, analytics, and merchandising.
- Built reporting and analysis using SQL and Metabase to examine stock availability, kits, backorders, and product-level performance for operational decisions.
- Prototyped applied AI and computer-vision integrations, delivering event processing, snapshots, and notifications into internal business workflows.

Technology environment: PHP, JavaScript/Node.js, Python, SQL Server, MySQL, REST APIs, Linux, Docker, AWS, Magento/Adobe Commerce, Mautic, Android, Raspberry Pi, MQTT, Metabase.

JOURNALISM & DIGITAL MEDIA LEADERSHIP

NEWS-PRESS AND GAZETTE COMPANY | St. Joseph, Missouri
eEdition Managing Editor | March 2020–2021

- Managed the content, quality, and presentation of News-Press NOW digital products across its website, eEdition, mobile applications, and social media channels.
- Maintained digital publishing standards and coordinated accurate, timely content across multiple audience-facing platforms.

Digital Editor | April 2016–March 2020

- Directed digital editing and publishing workflows, integrating reporting, multimedia content, online presentation, audience engagement, and newsroom technology.

Reporter / Weekly Editor / Part-Time Reporter / Intern | 2011–2016

Reporter (2014–2016) • Weekly Editor (2013–2014) • Part-time Reporter (2012) • Intern (2011, 2012)

NEWTON DAILY NEWS | Newton, Iowa
Reporter | 2013

THE PLATTE COUNTY LANDMARK | Platte County, Missouri
Sports Reporter | 2006–2008

PUBLISHED RESEARCH & PRESENTATIONS

Peer-reviewed publication (2011). Cliff Brockman, Robert Bergland & David Hon, "Pacemaker Winners' Circle: A Study of Multimedia, Interactivity and Content Management Systems at Top Student Newspaper Websites." College Media Review, Vol. 49, No. 1. Read publication

Research presentation (2010). Co-presented with Dr. Robert Bergland, "Convergence and ACEJMC-Accredited Universities: A 2010 Program Analysis," examining digital convergence across 113 accredited journalism programs.

EDUCATION & RECOGNITION

Missouri Western State University | B.S., Convergent Media, cum laude (2013) | GPA: 3.51

2011 Ken Nordin Award for College Media Research — co-recipient, College Media Association

2012 Journalist of the Year — Missouri College Media Association • 2018 Best Newspaper Website (newsroom recognition) • Eagle Scout (2006)

SELECTED TECHNOLOGY & COMMUNICATIONS TOOLKIT

Engineering & operations: PHP, JavaScript/Node.js, Python, SQL, MySQL, SQL Server, Linux, Docker, AWS, Git, REST APIs, Android, Raspberry Pi, systems integration.

Commerce, marketing & publishing: Magento/Adobe Commerce, Freestyle M.O.M., Mautic, WordPress, BLOX, Google Analytics, Google Tag Manager, SEO, digital publishing, audience analytics.

Editorial & creative: Writing, editing, AP style, investigative reporting, multimedia production, media relations, Adobe Photoshop, InDesign, Lightroom, Premiere.