

# JAMES HWANG

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## SUMMARY OF QUALIFICATIONS

Multifaceted leader and innovator with proven record of impacts spanning business development, bleeding-edge technology development, and strategic planning.

### BUSINESS DEVELOPMENT

- Consultations & Negotiations
- Partner/Alliance Management
- Integrated Marketing Plans
- Data Analysis & Management

### TECHNOLOGY DEVELOPMENT

- New Product Development
- Software Solutions
- Testing/Algorithms/UI/UX
- Project Management

### STRATEGIC PLANNING

- Creative Campaigns
- Digital Behavior Analysis
- Trend/Outcomes Reporting
- Insight Discovery

## DEVELOPMENT PROJECTS

**GITHUB** | [www.github.com/91juhwang](https://www.github.com/91juhwang)

**HAPPY-THOUGHTS** | Ruby on Rails, JavaScript, D3, AJAX, Database, API, Git

- Produced project for maintaining a record of positive thoughts through daily posting and visualization of most-used words.
- Developed CRUD actions utilizing RESTful routes in MVC structure.

**RAILS BOATS BLOG** | Ruby on Rails, UJS for Rails, Database, Git

- Designed database schema for four independent models while associating them and writing CRUD methods.
- Called server side methods without refreshing the page via UJS for Rails.

**MEAN BLOG** | JavaScript, NodeJS, ExpressJS, MongoDB, AngularJS, Git

- Created Twitter-like MEAN stack blog through production of CRUD actions for posts, comments, and likes in RESTful routes.

**LEAGUE-LYTICS** | Ruby, JavaScript, API, Git

- Developed personalized app providing visual dashboards and improvement suggestions for League of Legends players.
- Analyzed and visualized insightful statistics through implementation of Riot Game's APIs and normalization of JSON data.

## PROFESSIONAL EXPERIENCE

**TEACHING ASSISTANT** | New York Code + Design Academy, New York, NY 9/2016 to Present

- Advise and mentor students utilizing a broad range of teaching and assessment activities in support of primary instructor.
- Assist students with ongoing projects by debugging codes and contributing to programming logics.

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Page Two

**CONSULTANT | KOTRA (Korea Trade-Investment Promotion Agency), New York, NY 11/2015 to 5/2016**

- Supported companies and job seekers looking to succeed in U.S. markets by providing research and consultations; sourced buyers, recruiters, and other organizations, and increased sales meetings by 200% over the previous year.
- Organized and executed marketing events to increase awareness of useful government programs; promoted events via social media; developed action plans for government program marketing efforts; developed and produced visa seminar and job fair with attendance of over 150 international students, and monthly mentor meetups with at least 30 participating students.

**PLANNER | Does Interactive, Seoul, South Korea**

12/2014 to 5/2015

- Developed digital strategies for various media campaigns and provided analytical reports utilizing Google Analytics; developed dashboards and reports to present findings with appropriate staff and individuals; created storyboards and flowcharts for website structure and functionality descriptions.
- Implemented testing and quality assurance procedures and improved UI and UX for conversion rate improvements; implemented goals, UTM codes, and Google Analytics tags for performance measurement and digital behavior comprehension.
- Contributed strategic and conceptual ideas for development of collateral materials and media strategy; facilitated communication with publishers and client as support liaison; prepared media schedules and monitored campaigns for optimization purposes; utilized conference reports for meeting documentation and action item delivery.
- Served as only junior member among higher leaders of special internal project team.

**PLANNER INTERN | Platoon Cultural Development, Seoul, South Korea**

6/2014 to 9/2014

- Collaborated with third party vendors to design guides and questionnaires for the quantitative and qualitative market research; supported necessary operations such as FGI/FGD, data validation, surveys and scheduling.
- Managed social media channels for German cosmetic brand, Eucerin, and participated in the brand positioning project of Mercedes-Benz Korea; strategically planned ahead and developed social media contents.

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## EDUCATION & TECHNOLOGY SKILLS

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**Bachelor of Arts in Economics | State University of New York-Stony Brook, Stony Brook, NY**

**Web Development Intensive Certificate | New York Code + Design Academy, New York, NY**

*Placed first of seven groups.*

**Programming Languages | JavaScript, Ruby, CSS3, HTML5**

**Tools | Ruby on Rails, Sinatra, jQuery, SASS, NodeJS, ExpressJS, TDD, Git, Bootstrap, WordPress**