





CONTACT

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 **Github:**
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Personal:
lullavie.com;
arianahwang.com

New Hyde Park, New York

SKILLS

Proficient:
JavaScript
Node.js
Express
Git
React
Redux
Sequelize
Ionic
RESTful API
Github
HTML
CSS
PostgreSQL
Wordpress
Market Research

Knownedgable:
Heroku
TypeScript
Mocha
Chai
SQL
Email Marketing (MailChimp)
Hootsuite
Google Analytics (basic)

RELEVANT COURSEWORK

Web Design
E-Business Technologies

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION: DIGITAL MARKETING

MINOR: JOURNALISM

2014-2018
Baruch College/CUNY

2019-2020
Grace Hopper Program

INTERESTS

DJing, live music, films, video games, anime

ARIANA HWANG

PROJECTS

ABILITEAS | DEVELOPER | JAN 2020 |

GITHUB: [HTTPS://GITHUB.COM/GRACESHOPPER-LAMBCHOPS/GRACESHOPPER](https://github.com/GRACESHOPPER-LAMBCHOPS/GRACESHOPPER)

An e-commerce web application that allows guests and logged-in users to purchase teas that provide superpowers.

- Designed the checkout page with a Stripe integrated controlled form.
- Deployed the app with Heroku and Continuous Integration with Travis Cli.
- Prevented sensitive data exposure to unauthorized users from API routes using custom middleware.
- Developed with React, Redux, Express, Sequelize, Postgres, Node.js, JavaScript, and Stripe.

STACKATHON | SOLE DEVELOPER | JAN 2020 |

GITHUB: [HTTPS://GITHUB.COM/AHWAN0717/STACKATHON_PROJECT](https://github.com/AHWAN0717/STACKATHON_PROJECT)

A single-page application created in 5 days featuring a library of video game artists' top tracks using the Spotify API.

- Initiated Spotify's authorization flow and used custom wrapper to fetch artist and top tracks data from Spotify.
- Developed with React, Node.js, JavaScript, and Spotify API.

HARMONIOUS | DEVELOPER | JAN 2020 - PRESENT |

GITHUB: [HTTPS://GITHUB.COM/CAMPSTONE-LEAD/CAPSTONE](https://github.com/CAMPSTONE-LEAD/CAPSTONE)

A progressive web app that streamlines the booking process between an artist and a booker.

- Implemented artist signup after constructing schema and wireframes.
- Designed landing page, all venues view, single venue view, and artist sign up forms.
- Conceptualized the app's main functionality, determined use cases and minimum viable product.
- Debugged disabled sign up buttons, added seed data to database, and guided team on proper use of page navigation.
- Developed with Ionic, React, TypeScript, Redux, Express, Sequelize, Postgres, and Node.js.

EXPERIENCE

LULLAVIE | FOUNDER, CONTENT MANAGER, EVENT PRODUCER | JUL 2016 - PRESENT

New York, New York

- Created branded content and develop content strategy for site in a multimedia format: podcasts, videos, and blog posts.
- Amassed 10,703 unique visitors in 2017. Quadrupled the amount of unique visitors and visits in less than 3 years, and grew total hits 10x - resulting in a total of 415,618 hits in 2018.
- Organized Launch Party & Showcase event with 5.5k impressions on Facebook & brought revenue to music venue, Muchmore's.
- Organized two benefit concerts and raised over a thousand dollars through ticket sales & merch directed towards sending clean water to Flint, Michigan and building a school for girls in India. Accumulated 13k & 10k impressions on Facebook & brought revenue to Brooklyn Bazaar & Tilt.

LIVELY | FOUNDER, EVENT PRODUCER | JAN 2019 - PRESENT

New York, New York

- Founded a social event curation start up focused on connecting nightlifers in New York City.
- Created highly engaged Facebook group called LIVELY - Connecting NYC Nightlifers with a community of 600+ members.
- Posted weekly ticket giveaways in collaboration with PopGun Presents, Elsewhere, House of Yes, Live Nation, and AdHoc.
- Organized meetups over Reddit that bring revenue to bars and venues. Gathered over 200 people in less than four months to buy concert tickets and drinks.
- Collected consumer behavior data via Google survey, social media analytics, and meetups.

MEALPAL | COMMUNITY ASSOCIATE: MARKETING AND SALES | JUN 2018 - AUG 2018

New York, New York

- Conducted company outreach and Lunch & Learns to create brand awareness and acquire new users with on-site sign ups. Acquired over 200 subscribers since June 2018.
- Managed teams of brand ambassadors and maintained inventory of all marketing materials.
- Conducted promotional marketing by targeting Gramercy, Chelsea, and Flatiron neighborhoods to directly engage with restaurant partners and customers by handing out 500 fliers daily.

LIVE NATION | CLUBS & THEATRES DIVISION MARKETING INTERN | SEPT 2017 - DEC 2017

New York, New York

- Focused on online and street marketing tactics to increase event exposure.
- Assisted in setting up promotions for individual shows with partners in print, radio, retail, etc.
- Supported the marketing department with updated budgets, Google Display Ad forms, Powerpoint.
- Updated mercuryeastpresents.com/irvingplaza & mercuryeastpresents.com/thegramercytheatre sites with front end editor.
- Built and engaged with subscribers via Live Nation's newsletter Music Geeks.

DONYC | DIGITAL CONTENT, MARKETING INTERN | SEPT 2017 - DEC 2017

New York, New York

- Managed and wrote copy for social media accounts with 30,000+ followers.
- Created & catalogued events/giveaways for clients on the doNYC interactive calendar.
- Wrote editorial pieces to be featured on doNYC's homepage and newsletters.