Manav Chhuneja

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PROJECTS

Gainz App

- A mobile optimized React single page app that assists users in logging and storing workouts in a Firebase Firestore database. Users can fetch their workout history.
- Utilized React hooks for state management and firebase for user authentication, conditionally rendering components based on auth state & user actions.
- Technologies used React, CSS, CSS Modules, Vite, Firebase Firestore, Firebase Auth, Firebase Hosting.

To Do App

- Developed a full-stack app to manage and store to-do items persistently in a MongoDB database.
- Used Express and EJS for dynamic content rendering and routing. Implemented different routes, e.g., /work or /personal, for distinct list creation.
- Technologies used HTML, CSS, EJS, JavaScript, NodeJS, ExpressJS, Mongoose, MongoDB.

Crypto Charts

- Web application that fetches closing and current trading prices of various cryptocurrencies from CoinAPI and graphs their trend for a user defined time window.
- Orchestrated server-side handling of GET requests based on front-end user-defined query parameters.
- Technologies used HTML, CSS, PicoCSS, EJS, JavaScript, NodeJS, ExpressJS, Axios.

RELEVANT EXPERIENCE

Goodfood Market Corp, Toronto

Paid Media Manager

FEB 2023 - PRESENT

Led the development team to enable in-app measurement for iOS and Android
using Firebase leading to a 26% increase in measured conversions. The
measurement events were then used to launch app campaigns and improve data
signals for BAU (non-app) campaigns.

- Built automated performance marketing reports using marketing channel APIs via axios and Node.js to programmatically request data and push it to Google Data Studio dashboard.
- Managed the universal analytics migration to GA4 to ensure data accuracy across Google marketing channels.

Paid Media Specialist

OCT 2021 - FEB 2023

- Spearheaded pixel and server side conversion API measurement implementation for paid media channels to improve measurement and data signals leading to a 17% increase in conversion volume.
- Managed user parameter passback to paid media channels by storing hashed user info in session storage and passing back with web and server side events leading to a 70% improvement in event match quality.

Revive Superfoods, Oakville - Digital Marketing Specialist

MAR 2021 - OCT 2021

- Led UI/UX initiatives for the marketing team to streamline user experience on the site and improve conversion rates. This led to an 8% increase in website conversion rates.
- Managed all marketing initiatives including but not limited to SEO, managing CRM system, and reporting.

Fit & Glow Canada Inc, Toronto - Media Buyer

MAR 2019 - MAR 2021

- Used Zipify, a Shopify app, to create and split test landing pages to improve customer experience, reduce bounce rates and improve conversion rates for performance marketing channels.
- Developed hands-on experience with Shopify marketing platform and implementation of pixels for paid social channels.

EDUCATION

York University, North York - BSc Honors - Physics

SFP 2014 - OCT 2018

SKILLS & TECHNOLOGIES

HTML, CSS, Bootstrap, JavaScript, Git, NodeJS, Express.js, MongoDB, Mongoose, PicoCSS, Tailwind, Firebase, PostgreSQL, React.js, Next.js, Python, SEO, UI/UX, GA4, Google Tag Manager, Google Cloud Platform, WooCommerce, Shopify.