

# TOM CHOE

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## EXPERIENCE

### **General Assembly**, New York, NY

*Full-Stack Web Developer Training Course (2018)*

- Successfully enrolled and completed intensive computer programming training course to learn various languages and technologies
- Studied full stack using MVC architecture and RESTful application program interface (API)
- Emphasized teamwork with student-paired programming and project collaborations
- Developed various projects to showcase different technologies in server-side routines and client-side rendering.

### **Empyrean Brothers LLC**, Dallas, TX

*Partner (2017 – Current)*

- Operated an e-commerce business providing customers (both domestic and international) with various consumer goods products
- Increased sales from \$18,000 to \$32,000 per month through researching market demand trends while also maintaining status as Top 3 in Sales on e-commerce platform
- Collaborated with various suppliers on inventory management and best practices for marketing
- Negotiated with logistics vendors on pricing (individual and bulk) and shipment & delivery management with local delivery providers
- Maintained 99% approval ratings while also performing customer satisfaction follow-up surveys
- Attended numerous consumer trade shows to stay up-to-date on product innovations and lifecycles

### **Zaks Donuts**, Dallas, TX

*Owner (2007 – 2017)*

- Managed all operations of family-owned business from inception to eventual sale
- Achieved significant revenue growth (from \$450K to \$950K) in the last three years through effective implementation of online marketing, social media, and promotional events
- Ensured compliance with food & safety guidelines from city regulatory bodies
- Trained new employees on proper food processing management, customer service, and various day to day operational tasks

## EDUCATION

### **General Assembly**, New York, NY

*Web Development Immersive Certification (2018)*

### **Collin College**, Plano, TX

*Associate in Arts (ongoing)*

## SKILLS

**Programming:** HTML / CSS, JavaScript, jQuery, Express / Node, ReactJS / React-Native, Ruby on Rails, PostgreSQL

**Software:** Microsoft Office, QuickBooks, and various Adobe software

**Language:** English and Korean

## INTERESTS

Fitness, Foodie, Outdoors Activities & Travel, Codewars, Blockchain / Cryptocurrencies