

Alex Chang

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EDUCATION

New York University

Expected Graduation: May 2022

B.S in Sports Business/Management

Key Courses: Seminar in Leadership, Sports Marketing, Revenue Generation, Sports Analytics, Sports Sociology, Applied Research, Ethics in Sports

Columbia University Coding Bootcamp

Software Engineer Student

Relevant Skills: html, css, JavaScript, node.js, React, SQL, GraphQL, JSON, MongoDB, ORM, OOP, PWA, Git

Other Skills: Trilingual (Japanese, English, Mandarin), Video Editing, Quick Learner

EXPERIENCE

Mailman Shanghai

May 2021 - September 2021

Sports Media Marketing Intern

- Managed social media accounts of 14 NBA players and a sports media enterprise
- Created and uploaded original TikTok videos / analyzed trending topics and popular contents
- Market researches for Hyperice, NBA, Ja Morant, Wilson Basketball, etc.
- Translation works between Chinese and English, adding subtitles, and writing social media captions

Group Project: Dine N' Wine

(<https://cesarsiguencia.github.io/dine-n-wine/>)

Software Engineer

- Built html frame, some essential functions for the website, and led debugging process
- Spotted UI flaws and provided optimization suggestions to the co-workers
- Led communication in group chat and organized meeting times

Group Project: The High Voltage

(<https://guitar-shop-group-project.herokuapp.com/>)

Software Engineer

- Built handlebars front-end framework and supported bootstrap and css framework development
- Created a responsive UI for users to submit requests
- Refactored API routes to optimize functionality
- Managed co-workers' responsibility, meeting schedules, GitHub pull requests, and deployment

ACTIVITIES AND ORGANIZATIONS

Intramural Men's Basketball Competition

Team Captain

- Recruited players and organized the team with game schedules and coached them during practices
- Got 10th place out of 24 teams with 3-2 record in 2019 season; 4-0 record in 2020 season
- Led team meetings and assigned game strategies

Halo Charity Club

President

- Hosted singing and dancing competitions to fund raise for Dagouyan Village in Ningxia Province
- Offer Loans of 5,000 RMB to 4 families each year on minimum interest rates to help them finance the purchases of livestock and other living essentials
- Organized annual trips to Ningxia to conduct on-site research on how to best use our financial resources to maximize the help we are able to provide

Men's Varsity Basketball Team

Team Captain

- Led the team as captain for 3 years; assisted in organizing practices and leading warm-ups
- SSSBL Champion 2014-2017; Jr.NBA Champion 2017, 2nd Place 2018
- Extraordinary Achievement Award received upon graduation with 5 other graduates for helping build the basketball program from the ground up and reaching successful milestones
- Most Outstanding Student Athlete Award received upon graduation from the Dean