

# Benjamin Berman

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## PROJECTS

**FoodSnob (Rails, JavaScript, PostgreSQL, React, Redux)** [LIVE](#) [GITHUB](#)

Fullstack recipe management app inspired by the NYT Cooking Site.

- Built optimized custom JSON API for AJAX calls to maintain efficient, normalized Redux state
- Utilizes React Transition Group to create advanced CSS transitions and hover-effects for a smooth UI
- Keeps code DRY using partials and React presentational components

**Surface To Air (JavaScript, Canvas)** [LIVE](#) [GITHUB](#)

In-Browser game inspired by the Atari classic *Missile Command*

- Developed a browser game with HTML5 Canvas rendering
- Detects collisions between various objects to trigger actions
- Animates explosions using sprites

**Tracks (Ruby, Rack)** [GITHUB](#)

Lightweight MVC framework built in Ruby

- Routes HTTP requests and renders controller views based on request params parsed with regular expressions
- Adds flash to browser cookies to ensure that error data persists through one request-response cycle
- Implements error handling to display error messages and stack trace to user

## SELECTED WORK EXPERIENCE

**MediQuire (NY, NY), Chief Revenue Officer, 2016 - 2017**

Grew sales 250% year over year and managed a team of seven across marketing and sales. Collaborated with development team on factoring customer feedback into roadmap planning.

**Axial (NY, NY), Director of User Acquisition and Engagement, 2014 - 2016**

Oversaw all outbound and inbound acquisition channels for private company owners. Increased the number of small business owners on network 5X over 1.5 years.

**Appboy (NY, NY), Director of Lead Generation, 2013-2014**

Built lead database of app developers and initiated outbound marketing efforts.

**Zocdoc, Finance, Marketing, and Strategy Associate, 2011-2013**

Served as the point person verifying all numbers reported in the course of raising a \$75 million Series C round. Decreased customer churn 50% via an improved targeting system for the sales team.

## SKILLS

Ruby	Rails	JavaScript
HTML	CSS	jQuery
React	Redux	Git
SQL	RSpec	Canvas

## EDUCATION

App Academy  
(November 2017)  
1000+ hour web  
development course with  
<3% acceptance rate;  
topics include test-driven  
development, OOP, REST,  
and custom authorization

Stanford University -  
Bachelor of Arts,  
Economics (2007), with  
Honors  
Coursework included Intro  
CS, Statistics, Linear  
Algebra and Real Analysis