

# Benjamin Berman

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**Location:** New York, NY

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## 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.

## 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
- Leverages partials and React presentational components to keep code DRY

### 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

## 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