

ZACH BERGER

CONTACT

Address : New York, NY 10009

Phone : 201-463-4898

Email : zachhberger@gmail.com

LINKS

- **LinkedIn:**
<https://www.linkedin.com/in/zachhberger>
- **GitHub:**
<https://www.github.com/berman619>
- **Portfolio:** <https://www.zachberger.me>

TECHNICAL SKILLS

- **Technical Languages:**
HTML, CSS, JavaScript, SQL, Python, Java
- **Frameworks:**
React, JQuery, Node, Express.js, Bootstrap
- **Applications:**
Photoshop, Lightroom, Illustrator, AWS Skill Builder, Apache Maven
- **Skills:**
Digital and social media marketing, Photography, Videography, Graphic Design

SUMMARY

Accomplished web developer and digital marketer with seven years of experience in the digital space and a recently completed intensive full-stack web development boot camp at Columbia University. Proven track record in building innovative applications and delivering digital strategies that drive brand engagement and audience growth. Specializes in front-end and back-end development, leveraging technical skills and a strong foundation in marketing. Possesses an entrepreneurial mindset and a proactive approach to problem-solving, demonstrated across numerous web development projects and a successful career in digital marketing.

PROJECTS

JamVault | <https://github.com/juliaghany/JamVault/> | <https://jamvault-3a4f37943c6d.herokuapp.com/>

- A social networking app for storing and sharing concert memories.
- Led back-end development, incorporated a third-party API for concert data, and set up React and GraphQL.
- Used: React, React DOM, Apollo Client, Bootstrap, Express, Apollo Server, GraphQL, Mongoose, Crypt, JSON Web Token, Express Fileupload

StellarWatch | <https://github.com/mark-227-g/stellarwatch> | <https://stellarwatchapp.herokuapp.com/>

- Web application that allows users to explore and track astronomical events.
- Handled all front-end and back-end development for account creation, login pages, and saved events page.
- Used: JavaScript, Handlebars.js, jQuery, Node.js, MySQL, CSS, NASA API, Express.js, Sequelize, Bootstrap

Popcorn Portal | <https://github.com/juliaghany/Popcorn-Portal> | <https://juliaghany.github.io/Popcorn-Portal/>

- Web application offering a quick and easy way of finding movie information and streaming platforms.
- Developed the functionality for both APIs and the saving feature for user-favorite movies.
- Used: HTML, CSS, JS, Bootstrap, Google Fonts, TMDB API, Rapid API's Streaming Availability API

EXPERIENCE

Social Media Manager, 2022

Snickerdoodle Labs - New York, NY

Developed and implemented social media and digital marketing plans for a blockchain startup pre-launch brand, resulting in a 400% increase in engagement and 250% increase in follower growth.

Account Strategy Supervisor, 2021-2022**Praytell** - New York, NY

Served as the day-to-day social media lead for clients including DoorDash for Merchants and Norton 360 for Gamers, responsible for organic social strategy, creative strategy, and client communications.

Senior Digital Strategist, 2020 - 2021**HangarFour (DKC)** - New York, NY

Managed multiple clients, formulated organic social strategies to establish and grow brand presence. Generated more than 7M impressions and 200K engagements in a year by executing a comprehensive social media strategy for an economic development agency. Successfully handled crisis communications for Dr. Seuss Enterprises and NYU Langone Health.

Senior Account Executive, Digital Strategy, 2016 -2020**MikeWorldWide** - New York, NY

Led a wide range of high-level social media marketing initiatives, consistently generating content ideas that aligned with the strategic vision of multiple clients. Strategized a successful digital marketing plan that boosted audience by 12%, reaching a total of 1M followers within a year. Earned a strong reputation as a top performance leader in digital practice and trusted advisor to client partners.

Managing Editor, 2015 - 2016**StateCollege.com** - State College, PA

Led the implementation of a strategic content model, which increased unique visitors per month by 75% and overall traffic by 125%.

EDUCATION

Full Stack Web Development Boot Camp Certificate, 2023**Columbia University** - New York, NY

A 24-week intensive program focused on gaining technical programming skills HTML5, CSS3, Javascript, JQuery, Bootstrap, Firebase, Node.js, MySQL, MongoDB, Express, Handelbars.js, and ReactJS.

Bachelor of Arts: Journalism, 2014**Pennsylvania State University** - University Park, PA

Graduated with a major in journalism and minor in sociology. Founding father and alumni chair of Alpha Epsilon Pi fraternity. Staff member of Onward State, rising from reporter to managing editor; managed a team of 50 student journalists.