

David H. Lee

Full Stack Developer | Software Engineer

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Union City, CA 94587

[Portfolio](#) | [GitHub](#)

SKILLS

Programming Languages: HTML, CSS, JavaScript, Python

Frameworks: NodeJS, Express, Mongoose, React, Bootstrap

Databases: MongoDB, PostgreSQL

Other: Postman, Tableau, JIRA, Photoshop, Lightroom, Salesforce Marketing Cloud, Figma, Adobe Experience Manager

DEVELOPER PROJECTS

[Gainville Workout Tracker](#) | MongoDB, Express, React, Node, CSS, Bootstrap

- Built a full MERN stack web application to allow users to plan their workouts ahead of time, and to view workout videos.
- The app allows users to create a plan and add exercises to it, while tracking sets, reps, weight, and notes of the exercise.
- Muscle Info tab fetches from local JSON of major muscle groups, commonly used workouts and instructional videos.

[NiFT: The NFT Library](#) | MongoDB, Express, React, Node, CSS, Bootstrap

- Built a full MERN stack web application to allow users to create their own inauthentic NFTs displayed on the website.
- Users can create an inauthentic NFT on the app by filling out the create form that follows a schema, including an image URL. All information is then saved in the backend, which is then displayed on the home page.
- After clicking into a specific NFT, the web app will display the details page which highlights price history, about, owner, and review information.

[Pokemon Advantage Calculator](#) | React, CSS, RESTful API

- Built a React web application that generates two Pokemon at random and allows the user to see which Pokemon has a battle advantage depending on the moves.
- All information used in the Battle Page is fetched from the API. Implemented function where data from API was used to determine which Pokemon is at an advantage. On click of reveal button, users can see the winner, who is calculated depending on the 4 random move types that are generated.
- Fetched data from API and mapped through the first 151 Pokemon to display name, number, and type.

PROFESSIONAL EXPERIENCE

[Corsair Gaming, Inc.](#) | GTM Marketing Project Manager

March 2022 – October 2022

- Managed product launch packaging schedules, working with local and international stakeholders. Helped provide all requirements for product lifecycle; SKU Sheets, renders, regionalization, photography, digital assets, and JIRA tickets.
- Wrote landing page and photo/render briefs for product launches. Provided GTM plan for each launch on web, including product presentation through photography and cross selling.

[Albertsons Companies](#) | Program Manager, Digital Marketing

September 2021 – March 2022

- Worked with external vendors to help manage marketing for weekly food truck events. Marketing tactics included emails, push notifications, in-store signage, app, and social post on national Instagram page. Generated over \$4K+ at events.
- Managed timelines and execution for loyalty virtual experiences. Wrote marketing briefs to produce emails, landing pages, offers, video production, and in-app popups.

[Shutterfly, Inc.](#) | Associate Manager, Marketing Planning & CRM

January 2018 – January 2021

- Managed the integrated sales process from creative brief writing, timeline establishment, and creative review. Maintained the marketing calendar and kicked off concepts to channel leads. Worked along side the GM and Promotions team to plan for contingencies and hit revenue targets.
- Managed the end to end production of email marketing campaigns, from brief writing, to kick off, creative production, web development, QA, to deployment. Built campaigns for peak seasons, wrote emails that have generated \$500K+ in revenue for Black Friday, Cyber Monday, and Christmas week.

EDUCATION

[General Assembly Software Engineering Immersive](#) | Certificate of Completion, 420 hours

February 2023

[The University of California, San Diego \(UCSD\)](#) | B.A. International Studies – International Business

June 2017