

Derek Haefner

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PROJECTS

XplorePlaces, www.xploreplaces.com

- Built and shipped a website that impartially grades metro areas and counties according to public U.S. Census Bureau data (population size, GDP, employment, etc.)
- Combined 250k rows of data to create an efficient end user display, allowing for data driven decision making (DDDM)
- Created utilizing React, Chart.js, CSS (frontend) and Node.js/express, PostgreSQL (backend)

Vizlyte, www.vizlyte.com

- Founded and shipped a website that visually displays consumer market concentration data, gathered from MRI-Simmons software, through a heat map
- Improved the consumer's comprehension of customer market concentration data by allowing Centro sales team to visually portray the data
- Created utilizing Vanilla JavaScript, D3.js, HTML, CSS (frontend) and Node.js/express, MongoDB (backend)
- Utilized in 80% of consumer reports from the Strategic Insights team at Centro to both clients and Centro Media Services teams

Discover Fields, www.discoverfields.com

- Constructed a small web application that utilizes Google Maps API, allowing users to add specific locations and descriptions of sports fields
- Empathized with expats/newly relocated workers/new graduates, understanding it can be difficult to find local sporting fields. Discover Fields allows locals to share their knowledge to allow for easier discoveries
- Created utilizing Vanilla JavaScript, Google Maps API, HTML, CSS (frontend) and Node.js/express, MongoDB (backend)

React Ecommerce

- Programmed a clothing e-commerce site that simulates common features seen on e-commerce sites like filtering products, picking a size & quantity and adding to the cart
- Familiarized myself with common React techniques, including functional components, hooks, JSX, and the use of a reducer to write declarative code
- Created exclusively using frontend development (client-side development) with React and Bootstrap

WORK EXPERIENCE

Centro Inc., Chicago, IL

Jan 2019 – Present

Strategic Insights Associate

- **Get a revenue brought in number**
- Create consumer profiles, using MRI-Simmons software, to define target demographics, behaviors, and media habits
- Produced competitive advertising spend reports via media various channels (tv, radio, digital, etc.) using Kantar media software and competitive creatives via MOAT pro
- Generate budget allocations using consumer behaviors, ad frequency, eCPM, and campaign flight.
- Curated industry landscape research decks using Statista, eMarketer, Google Trends and Mintel.

Westborn Market, Livonia, MI

Jan. 2010 – Aug. 2016

Customer Service Associate

- 5 years of customer service, excelling in critical thinking, customer satisfaction, and conflict management
- Secured money and organized store inventory to maintain store efficiency and effectiveness
- Expanded managerial and communication skills

EDUCATION

Michigan State University, East Lansing, MI

May 2018

The Eli Broad College of Business | Marketing

Overall GPA: 3.70/4.00

SKILLS

- | | |
|--------------|-------------------|
| ▪ JavaScript | ▪ React |
| ▪ HTML & CSS | ▪ Express/Node.js |
| ▪ MongoDB | ▪ PostgreSQL |