Jamie Elizabeth Chu

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SKILLS

JavaScript, React.js, Redux, Ruby, Rails, HTML, CSS, SQL, PostgreSQL, MongoDB, MySQL, Express.js, Node.js, jQuery, Three.js, Wordpress, E-Commerce, Shopify, Facebook Ads, Google Ads, AWS, CRM, Google Analytics, Photoshop, Premiere

PROJECTS

Memesy (PostgreSQL, Ruby, Ruby on Rails, JavaScript, React.js, Redux, HTML/CSS)   live | github
Memesy is a clone of the e-commerce site Etsy, built with Ruby on Rails, PostgreSQL, JavaScript and React / Redux
- Created a product photo carousel using React / Redux by iterating through an array of photos (hosted on AWS) and using state to keep track of photo order, implemented event handlers to detect mouse hover and change current product photo
- Designed a shopping cart and used React / Redux and JavaScript to dynamically update product quantities and price displays when the user changes product quantity in the cart
- Implemented RESTful APIs to connect JavaScript/HTML/CSS user interface with a Rails backend and PostgreSQL database

LazyDate   (MongoDB, Express, Node.js, React.js, HTML/CSS)   live | github
LazyDate is a web app that generates date ideas using the Yelp API, built with the MERN stack
- Integrated custom maps on search results page by interpolating business names into Google Maps API call search query string to receive maps that display the location and details of a specific business
- Utilized Yelp API endpoints through setting up custom routes using Express.js to make the call, and then passing on the information to the frontend using React/Redux to display business information to the user

Musikbox (JavaScript, Three.js, HTML, CSS)   live | github
Musikbox is an interactive 3D music game built with JavaScript and the Three.js library
- Created an interactive JavaScript game using the Three.js library and parsed MIDI data to construct game visuals, implemented collision detection and key event handlers to handle user input and to detect correct key presses

EXPERIENCE

Marketing Specialist, *Airmule*   Apr 2019 - Oct 2019
- Interacted with 50+ prospective users a day through in-person conversation, email (utilized Hubspot CRM to track customer interaction), phone and social media, met and exceeded monthly user growth quota by 350% - 400% month-over-month
- Developed user acquisition strategy with overseas team, led social media promotions and partnerships with affiliates
- Assisted operations and sales teams by acting as a support liaison between those departments and end users, improving customer experience and work efficiency, and helping the company reach $1M in sales in 2019

Promotion Email Specialist, *Newegg*   Apr 2018 - Dec 2018
- Managed weekly email e-blast marketing campaigns with send lists of up to 5M subscribers, analyzed click through rates, sales attribution, revenue, and utilized the data to improve the quality of selected product SKUs and email content
- Collaborated with product merchandising teams to optimize deals promoted in weekly B2C email campaigns, graphic design team to create unique and relevant email blast designs along with creative marketing copy for target audience, and with email deployment team to ensure e-blasts are scheduled with the correct send time and send lists
- Successfully delivered email campaigns for official product launches such as the NVIDIA GeForce GTX Series graphics cards

Real Estate Assistant, *RE/MAX Broker*   May 2016 - Apr 2018
- Organized and maintained real estate documents for multiple transactions between $700K - $1.5M and ensured that documents were free of errors, consistent with company and industry best practices, and submitted within deadlines
- Designed promotional flyers and shot property photos for display on the MLS database and on Zillow listings, supported employer in coordinating open house events

EDUCATION

Fullstack Web Development - *App Academy | Spring 2020*
BA Business Marketing - *California State University, Fullerton | 2013 - 2017*