

# HARRIS EFFRON

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## Recent Projects:

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### Better Brewing

August 2013

[better-brewing.com](http://better-brewing.com)

[github.com/effron/better-brewing](https://github.com/effron/better-brewing)

Designed and built Better Brewing, a web app to help beer homebrewers manage recipes and take useful and thorough brew and tasting notes. The app walks homebrewers through the entire brew process, prompting them to record important data, and then helps them to improve their craft by offering a platform to compare their notes.

Technologies include: Ruby on Rails, JavaScript, jQuery, RSpec w/ Capybara, HTML, CSS.

### JSAsteroids

July 2013

<http://harriseffron.com/asteroids/index.html>

[github.com/effron/JSAsteroids](https://github.com/effron/JSAsteroids)

Created a classic asteroids clone using HTML5 Canvas and JavaScript.

## Education:

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### Columbia University, The Fu Foundation School of Engineering and Applied Science

New York, NY

Bachelor of Science; Materials Science and Engineering

October 2012

## Other Experience:

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### AOL, Money & Finance

April 2012–June 2013

#### Social Media Editor

- Developed, managed, and implemented social media strategy for DailyFinance, AOL Real Estate and AOL Jobs, including Twitter, Facebook, Google+ and Pinterest
- Tracked and analyzed social media metrics using tools including Adobe SiteCatalyst, SproutSocial, bitly, and Simply Measured to improve reach and effectiveness
- Collaborated with marketing, advertising, analytics, & development teams to coordinate social outreach efforts
- Trained team of editors and writers in social media best practices

#### Editorial Intern

- Pitched, researched, reported, and wrote daily stories and standing guides for AOL Real Estate, AOL Jobs, and DailyFinance

### The Week Magazine (National newsweekly with a circulation of more than 500,000)

May 2009–December 2012

#### Freelance Researcher/Writer

- Researched and wrote weekly *Good Week/Bad Week* and *It Wasn't All Bad* columns
- Found interesting/offbeat stories using local and international news sources and social networking tools including Twitter, Facebook, Reddit, Google+
- Used a sharp, concise, and entertaining writing style aimed at engaging readers while imparting information

### Columbia University, Radical Research Group

Summer 2011

#### Research Assistant

- Conducted research on twinning in polysilicon thin films irradiated with excimer laser
- Processed films using unique "Dot SLS" method
- Used atomic force microscopy, scanning electron microscopy, and EBSD to analyze samples

### The Musebox (Music marketing company)

#### Intern

Fall 2007

- Engaged in online research to find local merchants who could help promote concerts
- Organized new and existing contacts in Filemaker Pro database

## Technical Skills:

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Ruby, Rails, JavaScript, Backbone.js, jQuery, SQL, Python, HTML, CSS/Sass, TDD

## Interests:

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Racquetball (President, Columbia University Racquetball Club, 2009–2011), live comedy, homebrewing for fun and profit