

HARRIS KESSLER EFFRON

914.924.4518 • Harris.Effron@gmail.com • github.com/effron

Recent Projects:

Better Brewing
better-brewing.com
github.com/effron/better-brewing

August 2013

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
github.com/effron/JSAsteroids

July 2013

Created a classic asteroids clone using HTML5 Canvas and JavaScript.

Education:

Columbia University, The Fu Foundation School of Engineering and Applied Science
Bachelor of Science; Materials Science and Engineering

New York, NY
October 2012

Other Experience:

AOL, Money & Finance
Social Media Editor

April 2012–June 2013

- 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)
Freelance Researcher/Writer

May 2009–December 2012

- 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
Research Assistant

Summer 2011

- 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:

Ruby on Rails, JavaScript, Backbone.js, jQuery, SQL, Python, HTML, CSS/Sass, lab techniques (SEM, AFM, and EBSD)

Interests:

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