

## ERIC LIU

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### SKILLS

Javascript ES7, Babel 6, React, Redux, Node, Webpack, Git, API Integrations, Fetch, HTML5, CSS3, UI/UX, Responsive Design, Progressive Enhancement & Graceful Degradation, Devices/Browser Compatibilities, Project/Product Management, Documentation, Backbone, Ruby on Rails 5, Ruby 2, Analytics, Google DFP, Wordpress, CMS, PHP, Databases, Digital Marketing, Email Marketing

### SENIOR SOFTWARE DEVELOPER, Hirepurpose, New York, NY

AUG 2013 - PRESENT

[www.hirepurpose.com](http://www.hirepurpose.com) | [www.taskandpurpose.com](http://www.taskandpurpose.com)

- Lead Task and Purpose project since its 2014 inception and now has over 2.8M page views/month
- Implement best front-end practices that advocate project consistency, maintainability, and scalability including style guides, naming conventions, files/directories structure, better DX
- Communicate with third-party APIs such as Pipedrive, MailChimp
- Collaborate with VP of Product to assess business needs, design, and spec out features
- Mentor current intern on Javascript, React, ES7, SASS and project workflow
- Write documentation for dev team on Github Wiki and other departments on Google Sites/Docs detailing workflows, troubleshooting, and potential future issues

### SOFTWARE DEVELOPER, 9mmedia

JUN 2013 - AUG 2013

- Worked with SASS, Coffeescript, HAML, and Backbone on Hirepurpose client project, where I subsequently got hired in-house

### DIGITAL MARKETING MANAGER/BUSINESS DEVELOPMENT, DropGifts

JUL 2012 - DEC 2012

- Supervised entire newsletter emails that reflected the brand identity and marketing goal of the client
- Implemented a system of consumer-relationship management through automated trigger emails
- Formulated hypotheses and carried A/B and multivariate testing that was keeping in line with the industry's best practices for utm parameters, open rates, spam rates, and click rates using Experian email software and Google Analytics
- Crafted Facebook Ad campaigns while testing keywords and images to increase interaction rates
- Approached potential clients including cold-calling, built customized pitch decks, closed sales that generated thousands of revenue, and managed client accounts

### SOFTWARE DEVELOPER/FOUNDER, Madras NYC

AUG 2011 - MAY 2012

- Recruited two technical co-founders and created a Ruby on Rails web application, then I failed
- Performed market research, analyzed inefficiencies, and created a business plan and revenue model

### WEB DEVELOPER, GabDash

JUL 2011 - DEC 2011

- Contributed to the HTML/CSS of the web application

### ONLINE POKER PLAYER/COACH, (dathtohn on PokerStars)

AUG 2008 - OCT 2011

- Profited \$250,000+ at 200/hr through multi-tabling 20+ 6-Max tables concurrently
- Coached 10+ players of ages ranging from 18 - 44 on individual chip modeling strategy, game theory and metagame, risk vs. reward concepts

### RUTGERS UNIVERSITY, New Brunswick, NJ

SEP 2006 - MAY 2010

Major: B.A. in Economics, Minor: Psychology

### INTERESTS

Jogging, Fastbreak league basketball coach, Freelance Programming Tutor, Fantasy Football, Coffee