

# Henry Wang

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## OVERVIEW

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I'm a growth engineer passionate about user acquisition and engagement. I'm looking to work on a growth team at a scaling startup company.

## SPECIALTIES

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HTML, CSS, Javascript, jQuery, Ruby on Rails, SQL, Git

## EXPERIENCE

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### ZAZZLE

2013

#### *Front-end Engineer*

- Implemented redesign of trigger emails - sent over 1.5 million times per month.
- Worked with Marketing team in creation of internal email CMS tool, saving thousands in fees from external enterprise email service provider.
- Identified business needs including Litmus for testing emails across desktop and mobile devices and Jobvite for recruiting.
- Implemented ShareASale affiliate tracking pixel, adding \$150,000 in revenue per month.
- Built holiday campaign pages featured on home page.
- Created Content and Deployment Guide used by web developer hires.
- Responsible for various bug fixes across site.

### FILEBOARD

2011-2012

#### *Director of Marketing*

- First marketing hire responsible for entire marketing strategy.
- Monitored key metrics including cohort activity, conversion funnel, and core daily actives.
- Identified business needs including SearchMan for app store search engine optimization, Intercom for customer development and drip campaigns, Mailchimp as email provider, and Kissmetrics for analytics.
- Created and executed inbound marketing strategy, including content calendar and building out social media presence.
- Managed group of five content creators and bloggers.
- Worked with CTO on creating product user interface for web and mobile app.
- Secured mobile app partnership with Box, Salesforce, Evernote, and TIBCO.

### ACE METRIX

2011

#### *Analyst*

- Coordinated daily with advertising tracking partners, including uSamp and Peanut Labs, to capture and survey nationally airing television ad campaigns for major brands.
- Measured datasets for quantitative overview of sampling cycles.
- Worked with engineering, marketing, and client services team on client and internal projects.
- Tested software releases with engineering team.

### AOL

2006-2008

#### *Social Media Consultant*

- Monitored and moderated community content and comments for Propeller.com
- Submitted and curated content for the business section.

## EDUCATION

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### TRADECRAFT

2014

Working with funded companies on growth projects. Instructed and mentored by industry leaders from high-growth startups.

### DEV BOOTCAMP

2013

Full-stack web development apprenticeship.

### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

2007—2011

Bachelor of Arts in Communications; Concentration GPA 3.5/4.0