

# Henry Wang

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## EXPERIENCE

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### TRADECRAFT

2014

#### *Growth*

Tradecraft is a 12-week immersive training program in growth marketing for high-growth startups. Shipped growth and UX projects for Keen.io, HelloBar and Buzzstarter. Taught by Graham Hunter (growth at Intuit), Will Bunker (founder of match.com), and industry experts.

Gained knowledge and experience in:

- Web analytics, attribution modeling, Google Analytics
- Organic acquisition: SEO, in-app, viral, email
- Paid acquisition: SEM/AdWords, Display, Facebook Ads
- Customer development, product positioning & messaging
- Demand generation, landing page optimization, A/B testing
- Usability testing
- Data Analysis and Visualization, Tableau
- SQL, cohort analysis, statistics
- Conversion Rate Optimization (CRO)

### 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.

### DEV BOOTCAMP

2013

#### *Student*

- 1000+ hours of web development training, including pair programming challenges and fully developed web applications.
- Group web development projects using Ruby on Rails, JavaScript, HTML5/CSS, jQuery, ActiveRecord, and deployment through Heroku.
- Utilized Git and Github for distributed workflow across project teams.
- Integrated object-oriented (OO) design patterns and concepts, as well as various Model-View-Controller (MVC) patterns in web applications.

## FILEBOARD

2012

### *Director of Marketing*

- 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.
- Conducted customer interviews
- Worked with CTO on creating product user interface for web app.
- Secured mobile app partnership with Box, Salesforce, Evernote, and TIBCO.
- Employee #1

## 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.

## EDUCATION

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### UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

2007—2011

Bachelor of Arts in Communications; Concentration GPA 3.5/4.0