

Henry Wang

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EXPERIENCE

TRADECRAFT

1/2014 – 3/2014

Growth

Tradecraft is a 12-week immersive training program in growth marketing for high-growth startups. Shipped growth projects for Keen.io, HelloBar and Buzzstarter. Taught by Graham Hunter (growth at Intuit) and Will Bunker (founder of match.com) and other 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
- First time user experience, user onboarding
- Data Analysis and Visualization, Tableau
- SQL, cohort analysis, statistics
- Conversion Rate Optimization (CRO)

ZAZZLE

9/2013 – 12/2013

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

04/2013 – 06/2013

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

1/2012 – 12/2012

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 app.
- Secured mobile app partnership with Box, Salesforce, Evernote, and TIBCO.

ACE METRIX

9/2011 – 12/2011

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

7/2006 – 5/2008

Social Media Consultant

- Landed my first gig in high school.
- Monitored and moderated community content and comments for Propeller.com
- Submitted and curated content for the business section.

EDUCATION

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

2007—2011

Bachelor of Arts in Communications; Concentration GPA 3.5/4.0