

# HAEJUN CHUNG

## Software Engineer

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## SKILLS

### Proficient

JavaScript React Redux Ruby on Rails Python  
PostgreSQL jQuery HTML CSS TDD Git  
Webpack Express.js Node.js

### Familiar

AWS MongoDB Google Firebase

## EXPERIENCE

### Software Engineer - Volunteer

#### The Giving Grape, Inc.

📅 Jul 2020 – Present 📍 New York, NY

- Redesigned and added new features to the site during the rebranding, including overhauling the signup and contact forms
- Refactor existing codebase to prepare for scalability and update documentation as needed
- Collaborate with marketing and creative teams to discuss priorities, new features, and product roadmap to responsibly expand services and capabilities

### Growth Marketing Manager

#### Rockets of Awesome

📅 May – Dec 2019 📍 New York, NY

- Supervised all digital marketing channels, increased ROAS by 60% during the heart of Back-to-School season
- Within the first 100 days, achieved a 300% increase in ROAS within the Google Ecosystem, beating internal forecasts
- Identified inefficiencies in the sales funnel (user journey, pixel mapping, landing pages) and worked cross-functionally to ensure every step of the sales funnel was fully optimized

### Campaign Manager

#### Unified

📅 Nov 2017 – Feb 2019 📍 New York, NY

- Managed growth of several high-value enterprise clients like AT&T, Spotify, and Toyota; continually exceeded target KPIs
- Trafficked 500+ campaigns across multiple social ad platforms and averaged \$8 million in media spend per month
- Trained new hires on digital advertising best practices, and various optimization methods to set them up for success

### Ads Trafficker » Sr. Trafficker » Sr. Account Manager

#### Revolution Messaging

📅 Jun 2015 – Aug 2017 📍 Washington, DC

- Served as a key member of the Bernie Sanders' presidential bid campaign; trafficked social ads that averaged 200% ROAS
- Worked closely with 20+ clients to evaluate their needs; relayed digital strategies and media plans based on client goals and KPIs

## PROJECTS

### Hoopsbnb (Rails, React, Redux, PostgreSQL)

A functional clone of Airbnb that allows users to book basketball courts

🌐 [LIVE LINK](#)

🌐 [GITHUB](#)

- Employed Google Maps API that shows the locations of basketball courts using map markers and fetches an updated list of courts based on user interactions like zooming in/out
- Enabled a search feature using Active Record queries to only display the filtered listings returned in the HTTP response and update the bounds of Google Maps accordingly
- Designed a RESTful API, enabling data like reservation and login details to persist in an online database

### Zoe (MongoDB, Express.js, React, Node.js)

A personal assistant web app that provides weekly meal plans based on health goals

🌐 [LIVE LINK](#)

🌐 [GITHUB](#)

- Implemented a multi-page signup form, allowing the app to efficiently collect information about the user's dietary restrictions, vitals, and credentials, storing them in MongoDB
- Utilized Spoonacular API to fetch food recipes based on user's dietary restrictions, which are included in the Axios request to the API, and proprietary caloric intake formula
- Served as a liaison between back/frontend teams, assisting wherever needed to alleviate bottlenecks

### DigiDex (JavaScript, HTML, CSS, Webpack)

An interactive business card web app that complements physical business cards

🌐 [LIVE LINK](#)

🌐 [GITHUB](#)

- Created a customizable business card that includes alluring animations using CSS and canvas.js elements
- Took advantage of JavaScript's capabilities to manipulate the DOM, allowing users to see their changes in real-time
- Applied an external library, Pickr.js, for users to fully customize the background color of the template

## EDUCATION

### App Academy

📅 Jan 2020 – May 2020

1000-hour immersive full-stack web development program with less than 3% acceptance rate

### The George Washington University

📅 Class of 2014

Bachelor of Arts in Psychology

3.5/4.0 GPA - Cum Laude Honors Recipient