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 our 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 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

Ad Ops Associate » 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 dragging and zooming in/out
- Enabled a search functionality using Active Record queries to filter matching keywords and update the bounds of Google Maps to display the filtered list of courts returned in the HTTP response from the backend API
- Designed a RESTful API, enabling data like reservation and log-in information 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 user authentication form using React, allowing the app to efficiently collect information about the user's vitals, health/dietary restrictions, and authentication information and store them on MongoDB
- Utilized Spoonacular API to fetch 350,000+ recipes to curate a unique meal plan based on user's dietary restrictions, which are included as a part of the Axios request to Spoonacular, and our proprietary caloric intake formula
- Served as a liaison between back/frontend teams, assisting wherever needed in order 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 template that includes alluring animations using CSS and canvas.js elements
- Took advantage of JavaScript capabilities to manipulate the DOM, allowing users to edit and see the 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

📅 Aug 2010 – May 2014

Bachelor of Arts in Psychology | 3.5/4.0 GPA - Cum Laude Honors Recipient