

Haejun Chung

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SKILLS

Technologies: React/Redux, Rails, JavaScript, Ruby, jQuery, TDD, HTML5, CSS3, SQL, Git, MongoDB, Express.js, Node.js

Ancillary Skills: Google AdWords, Twitter Flight School, Facebook Ad Buying Certification, Microsoft Office Suite

PROJECTS

Hoopsbnb (Ruby on Rails, JavaScript, React, Redux, CSS3, Webpack, PostgreSQL)

[live](#) | [github](#)

Hoopsbnb, a functional clone of Airbnb, is an application that allows users to offer and use basketball courts all around the world

- Employed a Google Maps via Google Maps API that allows the users to interact with and locate each basketball court
- Constructed a seamless and secure user authentication process using BCrypt
- Designed a RESTful backend API using Ruby on Rails and PostgreSQL

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

[live](#) | [github](#)

A personal assistant web application designed to provide a weekly meal plan to fit the user's health goals.

- Designed a multi-page user authentication form that records vital information of the user to calculate the perfect meal plan
- Utilized Spoonacular API to fetch over 350,000 recipes and rendered only recipes based on user profile, including dietary restrictions and caloric intake
- Served as a liaison between backend and frontend teams on a team of five engineers, assisting wherever needed in order to alleviate bottlenecks

DigiDex (JavaScript, HTML5, CSS3, Webpack)

[live](#) | [github](#)

An interactive, virtual business card application that complements the old-fashioned, physical business cards

- Employed a flexible and visually-appealing layout using CSS3 flexbox coupled with canvas.js elements
- Leveraged the lightness of Vanilla JS to manipulate the DOM
- Utilized Webpack and Babel to make user experience seamless across all web browsers

EXPERIENCE

Rockets of Awesome - Forerunner Ventures-backed children's apparel brand

New York, New

York

Growth Marketing Manager - Digital

May – December 2020

- Supervised all digital marketing channels, increased ROI by 60% while ramping up ad spend by as much as 200% during the heart of Back-to-School season.
- Proposed and spearheaded cross-functional standup that was formed to identify areas of improvement on the website, ultimately improving important KPIs like cart-to-purchase ratio and conversion rate by 15% and 10%, respectively.
- Identified new viable products by collaborating with the design team and formed future product roadmaps based on user feedback and general industry trends

Unified - data analytics/ad-tech company

New York, New

York

Campaign Manager - Growth, Paid Social

November 2017 – February 2019

- Managed paid social growth of several high-value enterprise clients including AT&T, Cricket Wireless, Spotify, and Toyota, continually exceeded target KPIs
- Trafficked more than 500 campaigns spread across multiple social ad platforms like Facebook, Twitter, Snapchat, and Pinterest, averaged ~\$8 million in media spend/month
- Counseled clients and internal teams on paid social marketing strategies encompassing creative content, targeting, and ad types to best optimize budget and achieve target goals
- Trained new hires and educated team members on the basics of campaign lifecycle, digital advertising best practices, and various optimization methods to set them up for success

Revolution Messaging- full-service agency with progressive agendas

Washington, DC

Ad Ops Associate | Senior Trafficker, | Senior Account Manager

June 2015 – August 2017

- Served as a key member of the digital fundraising team behind Bernie Sanders' successful grassroots presidential bid campaign, focusing on trafficking social ads that averaged 200% ROAS and resulted in millions of new email signups

- Worked closely with dozens of clients to understand their needs and relayed digital strategies based on campaign KPIs, focusing on paid social; prepared media plans that best aligned with client goals
- Managed more than 20 clients in Q4 of 2016, spending up to \$1 million/month in media spend at the heart of the election season
- Fostered and maintained vendor/publisher relationships to stay up-to-date on product roadmaps and media buying opportunities
- Trained new hires and managed interns; encouraged them to set and achieve their goals, provided regular feedback

EDUCATION

App Academy

Curriculum of Study in Web Development (Ruby on Rails and JavaScript)

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

New York, New York

Jan – May 2020

The George Washington University

Bachelor of Arts in Psychology

3.5/4.0 GPA - *Cum Laude* Honors Recipient

Washington, DC

Class of 2014