

Haejun Chung

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SKILLS

Proficient: React, Redux, Ruby on Rails, JavaScript, jQuery, TDD, HTML, CSS, SQL, PostgreSQL, Git, Heroku, Webpack

Familiar: Mongoose, MongoDB, Express.js, Node.js, AWS S3

PROJECTS

Hoopsbnb (Ruby on Rails, JavaScript (ES6), React, Redux, CSS3, HTML5, 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 Google Maps API that fetches an updated list of basketball courts based on user interactions, like dragging the map and zooming in or out to fetch new map bounds
- 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 backend API, enabling data like reservations details and log-in information to persist in an online database

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

- 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 on a team of five, assisting wherever needed in order to alleviate bottlenecks

DigiDex (JavaScript (ES6), HTML5, CSS3, Webpack)

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

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

- Created a customizable virtual business card template that includes alluring animations using CSS flexbox and canvas.js elements
- Leveraged the power of Vanilla JS to manipulate the DOM, allowing users to edit the template and see the changes in real-time
- Applied an external library, Pickr.js, for users to fully customize the background color of the template using a color wheel

EXPERIENCE

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

New York, New York

Growth Marketing Manager - Digital

May – December 2019

- Supervised all digital marketing channels, increased ROAS by 60% during the heart of Back-to-School season
- Proposed and spearheaded a cross-functional standup 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
- Collaborated with the design team to identify new viable products; formed future product roadmaps based on market research

Unified - data analytics/ad-tech startup

New York, New York

Campaign Manager - Growth, Paid Social

November 2017 – February 2019

- 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 / month
- Counseled clients on paid social marketing strategies encompassing creative content, targeting, and budget to achieve target goals
- Trained new hires on 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 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
- Fostered and maintained vendor/publisher relationships to stay up-to-date on product roadmaps and media buying opportunities

EDUCATION

App Academy

New York, New York

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

Jan – May 2020

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

The George Washington University

Washington, DC

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

Class of 2014