Harrison Weisberg Software Engineer

845.641.0864 | hpweisberg@gmail.com | Los Angeles, CA | linkedin.com/in/harrisonweisberg | harrisonweisberg.com | github.com/hpweisberg

SUMMARY

Experienced software engineer with 7+ years of expertise in brand management, data analysis, business development, and customer success. Working well with large teams, my focus is on delivering results and value. I am known for my innovative approach that prioritizes a holistic consideration of client, company, team, and product requirements.

SKILLS & TECHNOLOGIES

Experienced: React Native, React.JS, TypeScript, JavaScript ES6+, Node.js, Express, Redux, Relational Databases, NoSQL Databases, Git, GitHub, Webpack, OOP, Functional Programming, RESTful APIs, MVC Framework, Material UI, HTML, CSS, Agile Methodologies
Working Knowledge: Python, Azure, Docker, Test Driven Development (TDD), MongoDB, Mongoose, PostgreSQL, Sequelize, AJAX, OAuth, JWT, Postman, Bootstrap, Figma, Photoshop, & other Adobe products

SOFTWARE ENGINEER

The Opportunity Project | *Software Engineer | Project Manager* 5/2023
- Leveraged React Native to develop and deploy innovative iOS and Android applications, empowering consumers with knowledge of privacy and security regarding their health data
- Directed and managed a cross-functional team of 15+ software engineers, designers, and data scientists to drive the success of a collaborative project
- Collaborated closely with stakeholders, including the US Census Bureau, the US Department of Commerce, and the FDA, to ensure project alignment with industry regulations and best practices

Chores for Coins | *Hackathon Winner* | *Software Engineer* 3/2023
- Tailored React components to match UI/UX designs with pinpoint accuracy matching 95% of the original design
- Backend focused: Engineered server & NoSQL database for seamless integration of three models
- Implemented secure JWT authorization, ensuring privacy for parents & children
- Facilitated daily Scrum sessions to secure robust functionality between developers, designers, & hackathon staff

Cast | *CRM Database for Casting Directors & Talent* | *Software Engineer | Project* 1/2023
- Utilized React Router to harness lazy loading & page routing to optimize performance speed by 3%
- Developed a universal search component to optimize database querying by increasing performance speed by 5%
- Streamlined Express middleware, ensuring RESTful architecture & improving server request/response by 6%
- Established git workflow, reviewing 8-10 pull requests daily for code quality & consistency on a 3-person team

Mamba | *Snake Game* | *Software Engineer | Project* 12/2022
- Developed game board capable of handling 256 objects, optimizing placement & increasing speed by 300%
- Designed responsive design without frameworks, enhancing theme without compromising gameplay, increasing accessibility compatibility by 25%
- Conducted QA testing, improving user experience & playability, increasing playtime by 80%

PAST EXPERIENCE

Meltwater | *Business Analyst* 4/2022 – 11/2022
- Optimized client onboarding process by implementing a CRM system, reducing onboarding time by 40% and increasing client retention rate by 20%
- Collaborated with clients to boost campaign performance & social media presence by 60%
- Devised & refined boolean searches, leading to a 35% increase in relevant results & mentions
- Automated performance reporting, with campaign-specific insights, resulting in boardroom-ready presentations

Nielsen | *Sports Data Analyst* 3/2021 – 3/2022
- Performed data analysis utilizing proprietary tools for 25+ clients, including Nike, Comcast, P&G, and Oakley
- Provided insight & strategy for clients, improving brand recognition & increasing ROI on an average of 40% YoY
- Harnessed live game data to pitch design choices, such as Oakley's NFL helmet, increasing brand recognition by 60%
- Mentored & supervised a 4-person team, emphasizing learning & development

William Morris Endeavor | *Brand Manager*   *1/2019 – 10/2020*

- Directed local & national marketing efforts, yielding a 50% increase in brand placements
- Received PRWeekly's Best Integrated Campaign award in 2020 – led the virtual pivot of USAA's Memorial Day event
- Established celebrity & athlete partnerships, generating 90 million+ social impressions for Ubisoft's activations
- Managed XFL launch, organizing stakeholder interviews & surpassing target impressions by 120%

EDUCATION

Certificate | *Software Engineering* | General Assembly   *3/2023*

Bachelor's Degree | *Film, Television, & Interactive Media* | *Computer Information Systems* | *Quinnipiac University*   *5/2016*