

Jonathan S. Yu

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jonathansty.github.io

iOS/JavaScript/Python development, experiment driven marketing, and business analysis

Development Side Projects

>> React, Redux

ScoutSpot

[github.com/jonathansty/scoutSpot]

- Create SQL queries without writing any actual SQL
- Uses Firebase as the backend with a React frontend. Redux manages the application state. Tests written with Jasmine

>> iOS (Swift 1/2)

CollegeScan

[<https://itunes.apple.com/us/app/collegescan-college-scorecard/id1087108329>]

- A way to browse, search for, and save colleges using the College Scorecard API
- Built with ObjectMapper and AsyncDisplayKit

JumpShot 2

[itunes.apple.com/us/app/jumpshot-2-basketball-stat/id1018699409]

- Tracks stats in casual basketball games. Rewrite of an app released in 2013
- Users can assign players to teams and score games with a nifty interface

>> Ruby on Rails

Facebook Data Charts

[github.com/jonathansty/facebook-ad-data-charts]

- A Facebook ads and Google analytics dashboard originally meant for True&Co internal use
- Built with Rails backend and a Chart.js/jQuery frontend

Employment

True&Co | Business Analyst | 8/2013 – 5/2016

E-commerce lingerie company helping women find their best fit

- Made over 250 commits to the company's business analytics architecture, allowing measurement of sales, profit, and ROI
- Optimize return on the company's \$1.5 million digital marketing programs by parsing data trends. Discovered opportunities in frontloading monthly spend and adjusting budgets by day of the week. Drove down CPA by 37%
- Wrote SQL queries and Python scripts for ad hoc data requests and dashboards
- Profiled buyer cohorts by their demographics and Fit Quiz answers to identify those most likely to purchase from the company's first mailed catalog

CareDox | Marketing/Ops | 12/2011 – 4/2013

Venture-backed startup for health records.

- Headed customer acquisition and marketing for CareDox's consumer product

Education and Skills

App Academy | 2013

Capstone Project: BlueTail, an easy management tenant tool for small landlords

University of California, Berkeley 2010

BS in Business Administration | GPA **3.87**

- Experience in Ruby (Rails), Python, JavaScript (React and Redux), Swift, SQL