

SAMUEL J. CHOI

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EXPERIENCE

General Assembly (San Francisco, CA)

Web Development Immersive

December 2013 – March 2014

- Bike There – A bicycle-commuting app that searches for a bike path and its elevation information.
- Good or Evil – A photo posting blog where users can post, comment and rate a post anonymously.
- Project Lorax – Uses a soil moisture sensor to monitor the moisture level of a plant. The Raspberry Pi will send soil data at an interval and when the soil is dry, the owner will receive a tweet reminding them to water their plant.

Intrax Incorporated (San Francisco, CA)

Program Advisor (Web Sales and Marketing)

September 2012 – December 2013

- Improved various sales processes, sales tools and follow-up process including the development and rollout of the online application system.
- Automated the sales reporting and analysis using Salesforce.com for instant update leading to an informed and timely management decision on web sales and marketing strategies.
- Initiated and completed data analysis projects that resulted in data-driven market segmentation strategy for more effective sales.
- Raised the arrival rate from 70% to 84% resulting in increased profit for the all Intrax schools.

InterContinental Hotels Group (Singapore)

Project Manager, New Brand Entry (Holiday Inn Express)

July 2011 – February 2012

- Spearheaded several key projects for the successful launch of the Holiday Inn Express brand to the Africa, Middle East and Asia (AMEA) region.
- Headed weekly meetings with cross functional teams, owned the master project plan for brand and marketing execution plan, managed brand launch budget of \$1.8M USD.
- Supported aggressive sales effort for the Holiday Inn Express to potential owners in the AMEA region.
- Brainstormed concept and oversaw the development of the Smart Guide for Holiday Inn Express brand which became the franchise manual for the region.

FT Consulting (Singapore)

Brand and Franchise Strategy Consultant

May 2009 – July 2011

- Completed 15 franchising and branding projects that are worth approximately \$1.5M USD.
- Consulted clients on market readiness and product penetration strategies for countries in Asia and the Middle East
- Spearheaded industry-specific market research and financial projections for franchising in overseas markets.
- A contribution led to a client successfully opening its first franchise outlet in Tokyo, Japan, and continuing the project to roll out of its franchise in South Korea and China.

SKILLS

Languages: Ruby, JavaScript, jQuery, AJAX
Framework: Rails, Sinatra, NodeJS, Express, BackboneJS, AngularJS
Database: SQLite, PostgreSQL, MongoDB
Version control: Github
Project management: Trello

EDUCATION & PROFESSIONAL DEVELOPMENT

University of California at Berkeley (Berkeley, CA)

Bachelor of Science, Industrial Engineering and Operations Research

General Assembly (San Francisco, CA)

Web Development Immersive