

# Samuel Ho

Los Angeles, CA

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## PROJECTS

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### Audiospace

*Full Stack Engineer*

- Developed an audio plugin & sample pack marketplace that provided musicians and hobbyists a platform to monetization of their digital products
- Implemented webhook services for stripe connect marketplace payment gateway.
- Designed and implemented robust features such as a custom headless CMS for blog management, integrated marketing pipeline using Sendgrid & Twilio SMS, Typescript, NextJS, Backblaze, and AWS SDK.

### Swapesy

*Full Stack Engineer*

- Lead an agile team of six engineers in the successful development and launch of a full-stack trading card ecommerce app utilizing React Native and Firebase and testing utilizing Jest and version control with Git.
- Developed a mobile app marketplace catering to trading card enthusiasts, featuring seamless buying, trading, and offer-making functionalities. Included social features such as real-time chat to facilitate communication between users.

### Discord SMS

*Back end Engineer*

- Built a discord SMS marketing bot to manage marketing and event notifications, currently serving 100 users.
- Included features such as SMS scheduling, slash commands on discord client, and automated subscription service.
- Utilized Node JS, Typescript, Twilio SMS, Postgresql, Knexjs.

## WORK EXPERIENCE

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### COACH New York

*Analyst*

**New York, NY**

*April 2021 – June 2022*

- Managed the P&Ls for multiple business units, including Bags, Ready to Wear, Footwear, Photo Studio, and Merchandise, under Coach Design & Global Marketing. Collaborated with the design teams to develop and implement cost-saving initiatives.
- Present cost flows to track cost initiatives and report supply chain/financial headwinds and cross department breakdown of P&L per category to track gross margin across multiple business units.
- Conducted detailed P&L breakdowns per category to monitor gross margins and overall performance of individual product lines.

### PNC Bank – Business Credit

*Corporate Banking Analyst*

**Philadelphia, PA**

*March 2020 – April 2021*

- Successfully completed the PNC Formal Credit Training program, encompassing corporate lending, financial modeling, valuation, and sales & product training.
- Leveraged analytical skills to conduct rigorous due diligence on potential secured credit commitments and managed company risk profiles.
- Analyzed and interpreted historical performance trends, cash flow strength, collateral coverage, and private equity sponsor involvement, to calculate key profitability and leverage indicators such as free cash flow, unfunded Capex, and estimated fixed charge coverage ratio.

### Autism Learning Partners

*Financial Analyst*

**Pasadena, CA**

*March 2019 – December 2019*

- Assisted senior corporate finance analysts in preparing internal monthly operational reports for use by company executive and private equity sponsor group. Reporting breaks down and summarizes key performance indicators and company financials by region for comparison between actual vs. budgeted figures.
- Created databases and VBA macros to provide data manipulation scripts for analysis and effectively decreased turnaround time for reporting/analysis by 2 days.

## EDUCATION

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### Hack Reactor

*Software Engineering Bootcamp*

**Remote**

*December 2022 – March 2023*

### UC Santa Barbara

*Bachelor of Arts in Economics*

**Santa Barbara, CA**

*August 2016 – December 2018*

## TECH STACK

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**Front-end:** Typescript, NextJS, React, React-Native, Sass, Tailwind

**Back-end:** SQL, Node, Python, Flask, MongoDB, Firebase

**Cloud Services:** AWS Microservices (S3, EC2, Lambda), Backblaze

**Testing:** Cypress, Jest, Mocha, React Testing Library, Grafana k6

**Creative:** Ableton, Blender, Adobe Creative Suite