SPENCER **CHENG**

415.706.8600   spencerhcheng@gmail.com

EDUCATION

HOLBERTON SCHOOL – Software Engineering   **JAN 2017 - PRESENT**

- **PROJECTS**: Created custom C printf function, custom shell using C, simple scripted language called Monty using C, AirBnB clone utilizing Python, jquery, flask, MySQLdb, HTML, CSS, web server debugging, setup firewall/load balancer/monitoring/master-slave database on web servers.

COLUMBIA UNIVERSITY – BA Economics - Political Science,   **JAN 2010 - MAY 2013**

- Econometrics, Financial Economics, Labor Economics, Corporate Accounting, Managerial Accounting, Statistics
- Bloomberg Aptitude Test: 93rd Percentile (7/2014)

SKILLS & TECHNOLOGY

- C, Python, Fabric, RESTful API, System Design, Flask, Javascript, HTML, CSS, Bash, Network Management, Jquery, MySQLdb, Vagrant

EXPERIENCE

GERBER TECHNOLOGY, NEW YORK, NY
GLOBAL STRATEGY AND MARKETING ANALYST   **JUNE 2013 - AUG 2016**
- Performed in-depth market research and competitive analysis on various regions and industries, looking at economic indicators, consumer trends, market size for entry into prospective markets.
- Prepared proposal for future cloud-based software; generated assumptions for sizing, financials, and conversion rates. Analyzed lead metrics, including conversion rates and activity trends.

SILLEY CIRCUITS , WWW.SILLEYCIRCUITS.COM, NEW YORK, NY
COORDINATOR   **AUGUST 2013 - JAN 2017**
- Organize events to bring together a diverse group to discuss new business ideas and technological trends in New York and broader markets.

SAEUCULUM RESEARCH, NEW YORK, NY
STRATEGY AND BUSINESS DEVELOPMENT   **JUNE 2013 - MAY 2016**
- Proposed medium-term business strategy including analysis of competition, marketing direction, intended audience, and methods of growth. Developed investor proposal decks and prospective client pages.

MTN CAPITAL PARTNERS, NEW YORK, NY
SPRING INTERN, RESEARCH   **JUNE 2013 - AUG 2013**
- Conducted primary research on trends that affected the investor client base surrounding insourcing trends, healthcare, and workplace practices.

NETDIMENSIONS LTD, HONG KONG
SPRING INTERN, RESEARCH   **JUNE 2012 - AUG 2012**
- Researched pharmaceutical/healthcare groups subject to 21 CFR Part 11 and EU GMP regulations and presented strategies based on budget and scope.

LABBRAND ENTERPRISE MANAGEMENT CONSULTING CO. LTD., SHANGHAI
CORPORATE BRANDING INTERN   **JUNE 2011 - AUG 2011**
- Created proposals for companies such as ING Group, Durex, Yudashi, ADEO Group, Wrigley, Danon, Land's End, Harrod's and Vitagermine. Assisted clients to expand their relevance within the Chinese market via research and case studies.