JASON "HAEJUN" CHUNG

Software Engineer

@ haejun.chung210@gmail.com   ☎ 862-485-6213   ◉ NYC Metropolitan Area

○ github.com/hjungj21o   🌐 haejunchung.me   in in/haejunchung

SKILLS

Proficient

JavaScript   React   Redux   Ruby on Rails   Python
PostgreSQL   jQuery   HTML   CSS   TDD   Git
Webpack   Express.js   Node.js

Familiar

AWS   MongoDB   Google Firebase

EXPERIENCE

Software Engineer - Volunteer

The Giving Grape, Inc.

📅 Jul 2020 – Present   ◉ New York, NY

- Redesigned and added new features to the site during the rebranding, including overhauling the signup and contact forms
- Refactor existing codebase to prepare for scalability and update documentation as needed
- Collaborate with marketing and creative teams to discuss priorities, new features, and product roadmap to responsibly expand services and capabilities

Growth Marketing Manager

Rockets of Awesome

📅 May – Dec 2019   ◉ New York, NY

- Supervised all digital marketing channels, increased ROAS by 60% during the heart of Back-to-School season
- Achieved a 300% increase in ROAs in the first 100 days within the Google Ecosystem, beating internal forecasts
- Identified inefficiencies in the sales funnel (user journey, pixel mapping, landing pages) and worked cross-functionally to ensure every step of the sales funnel was fully optimized

Campaign Manager

Unified

📅 Nov 2017 – Feb 2019   ◉ New York, NY

- Managed growth of several high-value enterprise clients like AT&T, Spotify, and Toyota; continually exceeded target KPIs
- Trafficked 500+ campaigns across multiple social ad platforms and averaged $8 million in media spend per month
- Trained new hires on digital advertising best practices, and various optimization methods to set them up for success

Ads Trafficker » Sr. Trafficker » Sr. Account Manager

Revolution Messaging

📅 Jun 2015 – Aug 2017   ◉ Washington, DC

- Served as a key member of the Bernie Sanders' presidential bid campaign; trafficked social ads that averaged 200% ROAS
- Worked closely with 20+ clients to evaluate their needs; relayed digital strategies and media plans based on client goals and KPIs

PROJECTS

Hoopsbnb (Rails, React, Redux, PostgreSQL)

Functional Airbnb clone for booking basketball courts

🌐 LIVE LINK   ○ GITHUB

- Employed Google Maps API that shows the locations of basketball courts using map markers and fetches an updated list of courts based on user interactions like zooming in/out
- Enabled a search feature using Active Record queries to only display the filtered listings returned in the HTTP response and update the bounds of the map accordingly
- Designed a RESTful API, enabling data like reservation and login details to persist in an online database

Zoe (MongoDB, Express.js, React, Node.js)

Web app that curates meal plans based on health goals

🌐 LIVE LINK   ○ GITHUB

- Implemented a multi-page sign-up form, allowing the app to efficiently collect information regarding user's dietary restrictions, vitals, and credentials, ultimately storing them in MongoDB
- Utilized Spoonacular API to fetch food recipes based on user's dietary restrictions, which are included in the Axios request to the API, and proprietary caloric intake formula
- Served as a liaison between back/frontend teams, assisting wherever needed to alleviate bottlenecks

DigiDex (JavaScript, HTML, CSS, Webpack)

Interactive business card web app

🌐 LIVE LINK   ○ GITHUB

- Created a customizable business card that includes alluring animations using CSS and canvas.js elements
- Took advantage of JavaScript's capabilities to manipulate the DOM, allowing users to see their changes in real-time
- Applied an external library, Pickr.js, for users to fully customize the background color of the template

EDUCATION

App Academy

📅 Jan 2020 – May 2020

1000-hour immersive full-stack web development program with less than 3% acceptance rate

The George Washington University

📅 Class of 2014

Bachelor of Arts in Psychology
3.5/4.0 GPA - Cum Laude Honors Recipient