

MICHAEL CHANG

WEB DEVELOPER

SUMMARY

Hi! I'm a full-stack web developer. I'm also a digital marketer, yoga instructor and avid traveler. I enjoy tackling new technologies and learning new languages, both spoken & computer. I want to cultivate genuine connections with people through words, code, and movement. Let's break things & make things.

CONTACT

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in mikeychang2

🔗 mikeychang2

EDUCATION

University of California, Berkeley
B.A. Development Studies 2010
Summa Cum Laude, 3.94

Dev BootCamp

SKILLS

WEB DEVELOPMENT: Ruby, Rails/Sinatra, Rspec, Javascript (AJAX/jQuery), HTML5/CSS3, Git/GitHub, Angular.js, PostgreSQL/SQLite/ActiveRecord, Object-Oriented Design, Agile Development

DIGITAL MARKETING: AdWords Certified, SEM/PCC, TrueView, Paid Social

LANGUAGES: English, Spanish (proficient), Mandarin (proficient), Portuguese (conversational)

WORK EXPERIENCE

Dev BootCamp

San Francisco, CA

Recent Graduate

Oct 2014 to Feb 2015

- Completed 19-week intensive web development program
- Learned Ruby, Rails, HTML5/CSS3, JavaScript (jQuery & AJAX), test-driven development, database design & object-oriented design

Ignited

El Segundo, CA

Search Media Planner

Feb 2013 to Apr 2014

- Managed the paid search, social, TrueView, and mobile media for entertainment, lifestyle, gaming and electronics clients, including keyword development, bid management, quality score optimization, and search analytics.
- Developed digital marketing strategy proposals that align and assist online media buys, interactive marketing initiatives, and traditional purchases

WebMetro

San Dimas, CA

Media Specialist

Mar 2012 to Feb 2013

- Coordinated the paid Search, Display, Retargeting & YouTube TrueView branding and direct response media for various clients, including keyword development, bid management, quality score optimization, campaign set-up and search analytics

PROJECTS

Traverse (Team Lead)

- Pitched idea & served as team lead for Dev BootCamp capstone project - a digital scrapbook that lets you easily & beautifully document your travels
- Built a decoupled app (Rails-API backend and Angular.js frontend) with Yelp & Google Maps API and Facebook & Instagram OAuth

OTHER EXPERIENCES

CorePower Yoga · Yoga Instructor
Los Angeles & San Francisco, CA

Jun 2013 to Current

Vamos Spanish Academy · Office Coordinator
Buenos Aires, Argentina

Apr 2011 to Aug 2011

Foundation for Sustainable Development ·
Participant & Student Group Leader

Jun 2007 to Jan
2010

Peru, Nicaragua, Argentina & Bolivia

Volunteered with various development organizations dealing with disabilities rights, youth and education, and micro-finance during academic breaks