


HONGJI SHI

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 Bay Area, CA

 [Portfolio](#)

 [GitHub](#)

 [LinkedIn](#)

EDUCATION

Northeastern University

San Jose, CA

Master of Science in Information Systems

Expected Dec 2024

- Selected courses: Java Programming, Data Structure and Algorithms, Web Development, Machine Learning.

University of Science and Technology Beijing

Beijing, China

Master of Engineering in Materials Science and Engineering

Jan 2017

Bachelor of Engineering in Materials Science and Engineering

June 2014

SKILLS

- Programming languages: Familiar with Python, Java, JavaScript
- Web Development Framework: Experienced in Django, Express, React
- Version Control & Operating Systems: Familiar with Git and Unix commands.

WORK EXPERIENCE

Beijing Hyundai Motor Co., Ltd

Beijing, China

Digital Marketer & Web Developer

May 2017 – Jan 2023

Web scraping tool

- Developed the web scraping tool using Python to collect social media data, performing data analysis for an improved marketing strategy, which saved us several hours of work daily.
- Created a web scraping tool on TikTok for marketing campaigns to check and analyze video and personal account data, determining the final ranking of over 10,000 participants, saving the company \$20,000 in operational costs per campaign.

Full-stack web service development

- Collaborated in building a social-media-content-sharing system using Java SpringBoot and WeChat Mini-program, managing digital content and enabling influencers and customers to access the most up-to-date communication assets,
- Designed and implemented a full stack solution with Python Django and WeChat Mini-program to display progress and effectiveness of marketing campaigns through comprehensive dashboards and reports, improving project visibility and maximizing transparency for all marketing departments and senior management.

PERSONAL PROJECTS

Hackathon

- Engineered a fully-functional online community that enabled students to post, comment, and connect with one another. Utilized Django, JavaScript, and Bootstrap for backend and frontend development.

Hackers Club (Student Interest Group) Website (In Progress)

- Initiated and currently leading a student interest group to revamp the Hackathon online community platform.
- Leveraged the MERN stack (MongoDB, Express, React, Node.js) for comprehensive full-stack development.
- The platform, scheduled for launch in September, will cater to the entire student population at the NEU Bay Area campus. An additional mobile app version, developed using Flutter, is planned for release in October.