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Programming Skills

My focus these past two years has shifted to developing my programming knowledge and skill-set to be able to provide both frontend and backend development as well as deployment using the following technology.

Frontend Development:

- React
- Redux/Toolkit
- JavaScript
- Bootstrap 5
- Tailwind CSS
- Sass

Backend Development:

- Node.js
- Django
- Python
- Django Rest Framework

DevOps:

- Docker
- Kubernetes
- AWS
- Nginx

Database Management:

- PostgreSQL
- MongoDB
- Redis

Content Management Systems:

- WordPress

Version Control:

- Git

Design:

- Figma
- Spline

Work Experience

China Southern Airlines Hotel Management Division

Branding & Positioning Specialist
August 2017 - December 2020

- Developed and established a comprehensive branding strategy, fostering a unique brand identity for China Southern Airlines Pearl Hotels.
- Designed and implemented a WeChat hotel booking mini-programme, serving as a primary online direct booking channel, including ordering food and user account and orders management functionalities.
- Collaborated with graphic design vendors to develop a visual identity for southern airline pearl hotels, including brand logo usage guidelines and 95 collateral items.
- Collaborated with UI designers and backend developers to create and launch the Southern Airlines Pearl Hotel website.
- Established hotel brand content guidelines, ensuring consistent brand representation across all facets of the business.
- Executed a hotel central booking system upgrade and conducted training programs across all 10 hotels.

LN Garden Hotel Foshan

Marketing & Communication
Supervisor
March 2017- June 2017

- Directed and executed hotel photoshoots to facilitate the launch of online booking services.
- Supervised the design and production of a collection of over 120 hotel collateral items for hotel openings, ensuring a cohesive and visually appealing representation of the brand.
- Worked to produce hotel's annual marketing plan.

HUALUXE Hotel Haikou
Marketing & Communication
Supervisor
August 2015 - October 2016

- Managed hotel contents in IHG Hotel content manager system to achieve a score of 900, a perfect score. This achievement, surpassed the required 700 for newly opened hotels, setting a record within the IHG Greater China area for newly opened hotels.
- Executed the design and production of over 198 hotel collateral items for hotel openings.
- Led the execution of Food & Beverage(F&B) promotions and events advertising collateral design, overseeing material delivery, and conducting bi-monthly F&B photo shoots.
- Responsible for capturing photos of key hotel events for use in promotional materials and media exposures.
- Collaborated with offsite graphic designers and handled in-house graphic requests.
- Collaborated across different departments to execute key events such as wedding shows, hotel brand showcasing, KOL influencer staycations and Octoberfest.

Howard Johnson Hotel Haikou
Marketing & Communication
Supervisor
May 2014 - July 2015

- Planned and executed captivating hotel interior decorations for various holiday occasions, enhancing the overall guest experience.
- Managed graphic design requests, overseeing the regular design and production of promotional sales collateral to drive brand visibility and boost sales.
- Organised engaging media entertainment events on a regular basis, fostering connections with key media contacts to strengthen the hotel's presence in the market.
- Planned and executed posts on hotel-owned media channels, increasing public exposure and maintaining a positive online presence.

Education

2013 - 2014

Mitsumine Career Academy (Tokyo)
Japanese Language Studies

2009 - 2013

Hainan University (China)
Bachelor's Degree in Human Resource Management

Languages

English, Mandarin, Japanese