

Loreli De Jesus

Jnr Full Stack Developer |
Ex-Digital Marketer | Toddler Mum

Passionate problem-solver delving into the world of software engineering and loving it! 🧑🏻💻 I come with over 10 years industry experience in digital marketing, tracking, data analytics and using these tools to tell meaningful brand stories online. I am highly organised, data-inspired, a strong collaborator and an avid learner.

🎓 Education

Diploma of Information Technology 2022-2023
Coder Academy Australia

Projects:

- Responsive Design Website
- CLI Terminal Application
- API Webserver Project
- React Mini App Projects
- Full Stack MERN Application

Master in Teaching 2012-2014
Victoria University

BS in Marketing Management 2004-2007
De La Salle University

💼 Work Experience

Trading Lead 2018-2022
QANTAS Airways

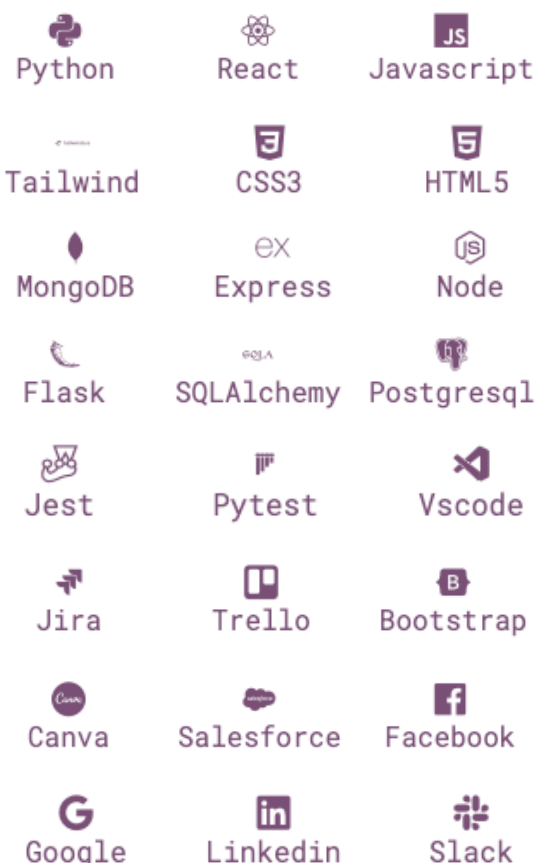
Main Responsibilities:

- Forecasting, strategy, execution and reporting analysis for Airlines and Retail businesses.
- Led growth and campaign optimisation performance.
- Overseen tag management strategy for optimal digital user journey experience.
- Led multi-platform campaign reporting automation.
- Led cross-team collaboration for digital audience builds.
- Managed a team of campaign engineers.

Campaign Engineer 2016-2018
Cadreon (IPG Mediabrands)

Brand Specialist 2009-2012
Green Cross Incorporated

My Tech Toolbox



Fun Facts:

👁 Interested in learning React Native & NextJS.

☕ Newbie coffee drinker.

🇺🇸 Sydney-based, 🇵🇭 Phil-born

Links:

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