

Jiahe Li

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- Postgraduate (Master) student in computer science at Newcastle University, on track to achieve 2:1 or 1st degree with excellent skills in coding and experience in back-end application development (Java), seeking opportunities as a software developer. Previous education experience includes marketing and management (Undergraduate) with data analysis and visualization skills.

Technical Skills

- Skilled at implementing Java Programming language, familiar with basic container collections such as ArrayList, LinkedList, and HashMap.
- Familiar with common data structures and algorithms such as linked list, binary trees, and backtrackings.
- Familiar with the use of app-dev frameworks such as Spring, Spring MVC, Spring Boot, and Mybatis.
- Familiar with basic Java concurrent programming concepts. Able to apply ReentrantLock, synchronized, volatile, etc.
- Familiar with the fundamentals of computer networks, including three-way handshakes of TCP protocol.
- Familiar with basic SQL commands and implementations, including Index, Logs, and Transactions.
- Familiar with version control tools such as Git and Maven.
- Able to create basic webpages with HTML, CSS, and JavaScript.
- Familiar with common Linux commands.

Education

NEWCASTLE UNIVERSITY: MASTER OF COMPUTER SCIENCE, MERIT OR DISTINCTION EXPECTED

- **Street Navigation Project**: Worked in a team to develop navigation software. Worked as a backend developer as well as the group leader. Effectively managed communication between the frontend and backend teams.
- Actively upgraded new features into the proposed plan and logically coordinated tasks between teams in the testing phases. Additionally, set the technical aspect of the project with the usage of **Spring Boot**, **Maven** for the backend controller, **MySQL** for the database, and **Postman** and **GitHub** for testing and distribution.
- **Dissertation Project of Deep Image Anomaly Detection**: Developed deep learning models to analyse the images/videos of UK water bodies to trace the source pollutants.
- **Webpage Development**: Construct and recreate a website for an environmental protection firm using **CSS**, **JavaScript**, and **HTML**. The resulting website is interactive and can be automatically adapted into both a wide and smartphone display.

NEWCASTLE UNIVERSITY: BACHELOR OF SCIENCE IN MARKETING AND MANAGEMENT

- **Digital Marketing Project**: Launched a simulated marketing campaign as a marketer for a local camera shop. Effectively utilized keyword **search engine optimization (SEO)** to extend the reach of marketing content and increase the number of clicks and page landings.
- **Data-Driven Marketing Decisions**: Collected sales data from different shoe retailers in Newcastle and analysed the seasonal trend and customers' preferences accordingly. Visualize and present the project with **Tableau**. Fetch data from online social media and analysis the customer comments under the rival

store's accounts and provide a report of competitiveness. This is done by using the data cleaning tool of *Alteryx*.

Work / Project Experience

MARKETING AND ADVERTISEMENT TEAM ONLINE MARKETING SPECIALIST (PART-TIME) | DALIAN FANGKE EDUCATION CONSULTANCY CO., LTD. | 11/2021-04/2022

- Worked as a data analyst in a marketing team, responsible for sales data across different channels. Worked in a hybrid environment (at home and in the office) due to covid restrictions. Able to maintain workload in a routine and organized fashion under pressure. Resulted in a more targeted marketing campaign which allow the accompany to reach more potential customers.

NEWCASTLE UNIVERSITY STUDENT WELL-BEING FOCUS GROUP | NEWCASTLE UNIVERSITY | 09/2021-06/2022

- In a team of 4 students, conducted online and in-person surveys to all students in the university about their hardships and concerns. Summarized interview results into reports and presented them to the university well-being team. Worked efficiently with teammates by attending meetings and conducting in-person interviews on time while balancing schoolwork..

Achievements

MEMBER OF NEWCASTLE UNIVERSITY CYBER-SOCIETY

- Introduced to the Linux operating system in the field of Cyber security.
- Performed various types of attacks like SQL injection.

Additional Skills

COMMUNICATION

- Able to effectively communicate in both speaking and writing. Able to express my concern and option to teammates and give constructive suggestions.

PROBLEM-SOLVING

- Demonstrated strong problem-solving skills by effectively resolving technical issues and implementing solutions in various programming projects.

LANGUAGE

- Mandarin
- English (7.5 / 9.5 Overall Band Score in International English Language Testing System IELTS)
- Beginner Level French, accredited to University Wide Language Program at Newcastle University.

Interests

ELECTRICAL ENGINEERING

- Learnt electrical circuitry as a hobby, able to solve basic to media leave AC and DC circuitry problems.
- Learnt C to use in private projects involves Arduino.