Maurice Willis

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Education

BCom in Business Information Systems (2018 - Graduation: 2022 Summer)

The Australian National University (ANU), Canberra, Australia

- Minor: Project Management and Marketing

Employment & Experience

Web Developer (Nov 2020 – Present)
Gravity Supply Chain Solutions, Hong Kong
- Maintained website functionality using WordPress/HTML/CSS/JS and ensured all webpages were following responsive formatting for both mobile and desktop.
- Developed, implemented and published product and demo web-pages that were integrated with HubSpot CRM to achieve maximum client outreach and tracking.
- Implemented testing tools that monitored the ongoing performance of the website and ensured minimal downtime through continued performance updates.
- Created user heat-maps using HotJar for product pages to improve viewership by 25% and lower bounce rate metrics by 10%.

STEM Instructor *(Feb 2020 – Present)*
BSD Education Ltd. Hong Kong – Part Time
- Conducted online and in-person classes on front-end web development (HTML, CSS & JavaScript) at international schools in both Hong Kong, China and Singapore.
- Taught and led programming classes and camps within the areas of artificial intelligence with JavaScript, front-end web development, A-Frame virtual reality, game development and mobile app development with Thunkable.

Digital Marketing Intern *(Sep 2017 – Feb 2018)*
FinFabrik, Hong Kong – Full Time
- Involved in the management of social media platforms through Facebook, LinkedIn and YouTube, and helped increased organic views by 35%.
- Created new and unique visual content to help advertise their new crypto-trading platform, CryptoFabrik. Content well-received by the employees and CEOs of the company, and the content created is still currently used to represent the company.
- Held and led meetings which discussed the future and current progress of the company's digital marketing efforts as well as social media analytics.

Junior Assistant (Business and IT) *(Oct 2017 – Feb 2018)*
Wilmax, Hong Kong – Part Time
- Handled database management - created a database of over 400+ supplier contacts, which was heavily used within the company to acquire and maintain clients.

- Handled IT related ad-hoc tasks **–** involved in setting up and managing the company's Slack channel. Improved communications across the company and boosted relations between co-workers.
- Contributed to sales with over 10 new clients, through email advertising. Helped boost sales by 20% and created new client to company relations in the long-term.

Leadership and Volunteer Experiences

General Board Member

AIESEC at the ANU

- Organized 10+ AIESEC introductory sessions for potential new members and successfully recruited 50+ members.
- Personally mentored 3 new students through the Youth Leadership Program (YLX) and successfully helped developed their interpersonal skills to aid their professional development.

Technical Skills and Interests

Skills:

PostgreSQL | Database Modelling | Systems Design (UML) | HTML5 | | Tailwind CSS | JavaScript | Agile Methodology | Jira | HubSpot | React.js | Node.js | Next.js