


Jasmine Zeng

 [LinkedIn](#)
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 [Portfolio Website](#)
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SKILLS

Technical: HTML | CSS | JavaScript | TypeScript | Python | ExpressJS | ReactJS & Redux | NodeJS | MongoDB | PostgreSQL | Redis | KnexJS | AWS | Nginx | SocketIO | JEST | React Testing Library | jQuery | Bootstrap | Tailwind | SASS | PassportJS | JWT | OAuth | Git | Postman

Languages: Fluent: Mandarin, English, Cantonese | Conversational: German, French

EXPERIENCE

Fintech System Developer, [Wealth Management Cube](#), Dec 2023 – Present

- Customized forms with CSS to optimize user experience and streamline data collection
- Developed Python web scraping scripts to automate data retrieval and analysis
- Enhanced marketing reports with advanced data visualization techniques
- Integrated ISIN data for efficient financial instrument identification and tracking

Developer, [Cathay Pacific](#), Nov 2023

- Selected out of 1500+ applicants for [Cathay Hackathon 2023](#)
- Led a multicultural team to pitch business idea and develop a data dashboard in 24 hours
- Adapted to new technologies swiftly (TypeScript, SASS)

Digital Marketing Specialist, [Storius](#), Sept - Nov 2023

- Managed XiaoHongShu and Instagram with a combined following of 10k
- Achieved 1k+ likes, comments and saves monthly
- Attained a 10% success rate in email marketing
- Assisted in digital content creation, research, contribute to UX and frontend development

TECHNICAL PROJECTS

Personal Blog, Aug – Oct 2022

CSS | MongoDB | ExpressJS | ReactJS | NodeJS | AWS | Nginx | Bootstrap | Framer Motion | MUI | JWT

- Included features: user authentication, light & dark mode, search bar, animations & transitions
- UI/UX and SEO techniques are applied

Portfolio Website, July - Aug 2022

CSS | ReactJS | MUI | AWS | Nginx

- A responsive, multilingual website which provides readers with a comprehensive view of who I am
- Render in five languages, English by default
- Rank top on Google with SEO

EDUCATION

Bachelor of Business Administration in Marketing, [The Hong Kong Polytechnic University](#), Sept 2021 – May 2024

- A well-rounded business education that emphasizes the ability to analyze, plan and control marketing decisions

Bachelor in Business, Economics and Social Sciences, [Vienna University of Economics and Business](#), Mar - July 2023

- Excellent and good grades in E-Commerce, Global Branding and Marketing Research Methods

Immersive Full-Stack Web Development, [Xccelerate](#), Apr – Aug 2022

- Acquired essential full-stack skills through intense learning and building projects

Associate of Business Administration in Financial Services, [City University of Hong Kong](#), Sept 2019 – July 2021

- Acquired financial knowledge in Investment, Security Analysis, Portfolio Management and Economics

EXTRACURRICULAR ACTIVITIES

Community Service, [SKCSS](#), Oct - Nov 2023

Outstanding Competitive Event Award, City University of Hong Kong, Apr 2021

Talent Development Scholarship, Government of Hong Kong, June 2020

Silver Prize, [Hong Kong Island Coastal Trail Challenge](#), [iDiscover](#), Feb 2021