





# Jasmine Zeng

 [LinkedIn](#)  
 [GitHub](#)  
 [Portfolio Website](#)  
 [jasminezeng08@gmail.com](mailto:jasminezeng08@gmail.com)

## SKILLS

**Technical:** HTML | CSS | JavaScript | MERN | Redux | AWS | Nginx | PostgreSQL | KnexJS | jQuery | Bootstrap | PassportJS | JWT | Postman | Git | Canva

**Soft:** Self-motivated | perseverant | problem-solving | self-learning | time management | collaborative

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

## TECHNICAL PROJECTS

**Personal Blog**, Aug – Oct 2022

MongoDB | Express | ReactJS | NodeJS | JWT | AWS | Nginx

- 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 | NodeJS | JWT | 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

## EXPERIENCE

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

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

## EDUCATION

**Bachelor of Business Administration in Marketing**, [The Hong Kong Polytechnic University](#), Sept 2021 – 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 (Note 1 und 2) in three marketing courses in E-Commerce, Global Branding and Marketing Research Methods taught in English and German

**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 foundational knowledge in finance and business, included but not limited to Investment, Security Analysis, Portfolio Management, Economics and Professional Ethics

## SCHOLARSHIPS & AWARDS

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

**Talent Development Scholarship**, Government of Hong Kong, June 2020

- Awarded HKD\$16,000 in recognition for language and piano accomplishments

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

- A photography competition jointly organized by Designing Hong Kong, The Dutch Chamber of Commerce, Trail Watch and iDiscover with 1,500 entries