





Jasmine Zeng

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

SKILLS

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

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

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

- 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

EXPERIENCE

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

- 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