

Jasmine Zeng

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

Software Engineer, [GUTolution](#), Feb – Apr 2024

TypeScript (Next)/CSS (Tailwind)/Sanity/Stripe/Vercel

- Developed and deployed an e-commerce site, aiming to increase customers attention and double sales
- Managed the project timeline and collaborate with the project owners and UI/UX designers

Fintech System Developer, [Wealth Management Cube](#), Dec 2023 – Jan 2024

Python/CSS

- Developed Python scripts for web scripting and office automation, resulting in a 90% efficiency boost for specific tasks
- Assisted in machine learning research, utilizing packages such as scikit-learn and PCA
- Customized forms with CSS to optimize user experience and streamline data collection

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

TypeScript (React)/SASS

- Chosen from 1500+ applicants for Cathay Hackathon 2023
- Led a multicultural team to pitch business idea and develop a data dashboard within 24 hours

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
- Collaborated with the IT team to align marketing efforts with business objectives

SIDE PROJECTS

[Personal Blog](#)

JavaScript (React, Node, Express)/CSS (MUI, Bootstrap)/MongoDB/AWS/Nginx/Git

- Designed and deployed a full-stack web app to showcase hiking experience
- Implemented a Restful backend server that interacts with MongoDB for user account & blog management
- Added features like user authentication (JWT), light & dark mode, search bar and animations (Framer Motion) to improve UI/UX
- Ranked top 5 on search engines with effective SEO

[Portfolio Website](#)

JavaScript (React)/CSS (MUI, Bootstrap)/HTML/AWS/Git

- Developed and deployed a responsive, multilingual website to offer a comprehensive view of my identity
- Rendered in five languages with English as default
- Ranked #1 on Google with effective SEO

EDUCATION

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

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

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

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

LANGUAGES

Fluent: Chinese (Mandarin & Cantonese), English | **Conversational:** German, French