





# Jasmine Zeng

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

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

Python/CSS/Excel

- Developed Python scripts for web scripting, office automation and data analysis
- Leveraged Python packages including numpy, matplotlib, scikit-learn, seaborn, selenium, imaplib, and PCA
- Customized forms with CSS to optimize user experience and streamline data collection
- Integrated ISIN data for efficient financial instrument identification and tracking

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

TypeScript (React)/SASS

- 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

CSS/Canva/Excel

- 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

## **SIDE PROJECTS**

### [Personal Blog](#), Aug 2022 – Present

JavaScript (React, Node, Express)/CSS/MongoDB/AWS/Nginx/Git/RestAPI/JWT/Bootstrap/Framer Motion/ MUI

- Deployed a full-stack web application with user authentication, light & dark mode, search bar, and animations
- Applied UI/UX and SEO techniques

### [Portfolio Website](#), July - Aug 2022

JavaScript (React)/CSS/HTML/AWS/MUI

- Developed a responsive, multilingual website showcasing who I am
- Rendered in five languages with English as default
- Achieved top Google ranking through SEO strategies

## **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

## **LANGUAGES**

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

## **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