Kenneth Tse

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WORK EXPERIENCE

Podean   **May 2021 – Aug 2022**
E-commerce Executive
- Spearheaded digital campaigns for top FMCG brands, achieving a 20% uplift in performance metrics through continuous iterations and A/B testing.
- Developed and executed advertising strategies for 7 brands on Amazon, boosting media efficiency by 40% within a 5 month period through targeted ad placements and keyword optimisations.
- Collaborated with clients to develop and refine digital assets and copy, using market insights and creative strategies to secure Bestseller status for multiple Amazon product pages over a quarter.
- Achieved a 30% increase in sales revenue through comprehensive market research and trend analysis to identify areas of opportunities.

Mesh Marketing   **Feb 2019 – Jan 2021**
Data Analyst
- Deployed advanced analytics to uncover business trends, delivering actionable insights to fine-tuned strategies and enhanced reporting precision by 20%.
- Collaborated with the development team to integrate data analytics features into the proprietary company application, resulting in a significant increase to reporting accuracy and efficiency for over 30 staff.
- Analysed and transformed complex data sets into strategic insights, identifying areas of improvements in standard procedures and reducing operational inefficiencies by up to 10%.

EDUCATION

The Odin Project   **2022 - Present**
Full Stack Javascript
Harvard   **2022**
CS50P - Python Course
Macquarie University   **2021**
Bachelor of Business, Marketing,
WAM: Distinction

Projects
Memory Card Game
- The objective is to pick out each card without picking the same one twice. Each time the page loads a unique set of cards are loaded up from the Pokemon API.
- Made using React, Javascript, Bootstrap, CSS.
- Links: [Github](#), [Live demo](#)

Functional Calculator
- A functional calculator with keyboard functionality, multiple calculation support and user error protection.
- Made using HTML, CSS and Javascript
- Links: [Github](#), [Live Demo](#)

LANGUAGES, SKILLS & INTERESTS

- **Languages:** HTML5, CSS, Javascript, Python
- **Skills:** React.js, Node.js, Bootstrap, Git, Jest, Vite
- **Interests:** Swift, Three.js, Reading, Gym
- **Extra-curricular:** Volunteering, Church