

Kenneth Tse

kenneth.tseee@gmail.com ❖ 0433 110 138 ❖ <https://www.linkedin.com/in/kennethtse1/> ❖ <https://www.kennethtse.io/>

Summary

Dynamic and meticulous, I blend a robust e-commerce and data analysis background with development acumen in HTML, CSS, JavaScript, and Python. My career is marked by a consistent record of bolstering business strategies, amplifying operational efficiencies, and spearheading impactful marketing campaigns. As a proactive self-learner, I am constantly refining my programming skills, eager to apply a broad skill set with precision and creativity in development roles.

WORK EXPERIENCE

Podean

May 2021 – Aug 2022

E-commerce Executive

- Spearheaded digital campaigns for top FMCG brands, achieving a 20% uplift in performance metrics.
- Strategised and optimised advertising for 7 Amazon brands, elevating media efficiency by 60% within a 5-month timespan.
- Partnered with clients to orchestrate and execute asset and copy development, securing a bestseller status for multiple Amazon product pages over a quarter.
- Conducted comprehensive market research, optimised search strategies, and targeted high-opportunity moments, culminating in a 30% surge in sales revenue.

Mesh Marketing

Feb 2019 – Jan 2021

Data Analyst

- Deployed advanced analytics to discern business trends, delivering insights that fine-tuned strategies and enhanced reporting precision by 40%.
- Pioneered the design and beta testing of a company application, slashing transaction times by half and markedly lifting sales efficiency.
- Analysed and transformed complex data sets into strategic insights, driving a 15% increase in operational efficiency through the implementation of predictive analytics and trend analysis.

EDUCATION

The Odin Project

2022 - Present

Full Stack Javascript

Harvard

2022

CS50P - Python Course

Macquarie University

2021

Bachelor of Business, Marketing

LANGUAGES, SKILLS & INTERESTS

- **Languages:** HTML5, CSS, Javascript, Python
- **Skills:** React.js, Node.js, Bootstrap, Git, Jest, Vite, Vitest
- **Interests:** reading, comedy, chess, bbq