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# Kenneth Tse

## Summary

A dynamic and detail-oriented professional with a rich background in e-commerce and data analysis, coupled with expertise in development utilising HTML, CSS, JS, and Python. Proven track record in enhancing business strategies through data-driven insights, improving operational efficiencies, and steering successful marketing campaigns. A self-motivated learner, currently expanding knowledge in programming through self-study. Adept at leveraging a diverse skill set acquired from roles in marketing and data analysis to offer valuable contributions in a developer role.

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## Professional Experience

### E-commerce Executive

June 2021 – July 2022

Podean

- Implemented and managed campaigns for market leading FMCG brands resulting in an average performance increase of 20%.
- Directed the advertising pacing of 7 Amazon brands across several media channels, increasing efficiency by up to 40% over a 5 month period.
- Collaborated with clients to design and implement assets, creative design and copy of multiple Amazon product pages which remained in the best sellers for over 3 months.
- Leveraged product research programs such as Helium10 to identify the most optimal conditions to push campaigns, resulting in a higher return on ad spending.

### Data Analyst

November 2019 – April 2020

Mesh Marketing

- Leveraged advanced data analytics tools and techniques to identify trends and patterns, providing actionable insights that contributed to optimising business strategies and driving a 10% increase in reporting accuracy.
- Assisted in the design and testing of the company app, streamlining the sales transaction process, resulting in less time needed by up to 50% and a significant increase in sales productivity.
- Curated visual and informative infographics on product information for over 100 employees, allowing an increase in efficiency and accuracy of information given to customers.

## Education

### Bachelor of Business | Marketing

2017 – June 2021

Macquarie University

### Trinity Grammar School

2010 - 2016

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## Coursework

### CS50P - Introduction to Programming with Python

2022

Harvard

### The Odin Project

2022 - Present

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## Relevant Information

### Languages

Python, HTML, CSS, JS

### Other tools

Node.js, Jest, Vitest, Vite, React, Bootstrap, Git

## Sample Projects

### Memory card game

<https://github.com/Kenref/memory-card-game>

### Calculator

<https://github.com/Kenref/calculator>