Kenneth Tse

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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.
- Strategized and optimized 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, optimized 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.
- Analyzed 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