Maurice Wong

L: www.linkedin.com/in/maurice-wong
E: maurice.p.wong@gmail.com
M: (+61) 411 899 220

Employment Summary

Date	Role	Company
Feb 2021 - Current	Student	Coder Academy
2018 -2020	Carer	Leave of absence
Aug 2017 - Dec 2017	Digital Producer	AKQA
Jan 2016 - Aug 2017	Agile Business Analyst	Vodafone
Jul 2013 - Dec 2015	Digital Producer (Star award - 2014)	Vodafone
Oct 2012 - Mar 2013	eStore Producer	Vodafone
Oct 2011 - Aug 2012	Trade Analyst	Pharmabroker

Skills

Business Analyst: JIRA, Confluence, BDD User Stories, Swim Lane diagrams, Retrospectives, Futurespectives, Estimation Sessions, Zeplin
Analytics skills: Adobe Analytics, Google Analytics, Conductrics
Content management systems/ Languages: Oracle WebCenter, Oracle ATG, Sitecore, HTML, CSS
Microsoft Office: Visio, Excel, Word

Employment History

Feb 2021 - Current
Student - Coder Academy

2018 - 2020
Carer - Leave of Absence
Full time carer for ill family member

August 2017 - December 2017 (Contract)
Digital Producer - AKQA
AKQA is an international digital agency that handles marketing and website management for its clients. Locally assisting clients (e.g. Bunnings and Caltex) building different aspects of their website.

Responsible for the following:
• Coordinating and training an offshore UK team to be proficient on the Sitecore platform.
• Rebranding clients site migrating their old system to the new platform.
• Analysing and creating more efficient methods for publishing work and content.
• Documenting of Sitecore systems for new users onboarding.
• Bug identification of web design and CMS configuration issues.

January 2016 – August 2017
Agile Business Analyst - Vodafone, Sydney, Australia
As an Agile BA in the digital space, my role consisted of gathering requirements from all different business stakeholders, collaborating with both marketing and technical areas of the business and ensuring web functionality was delivered smoothly on www.vodafone.com.au.

Responsible for the following:
• Coordinated with stakeholders from all areas of the business to determine requirements and goals for a successful project. This included product owners, developers, testers, solutions architects and web analysts.

- Managing projects end-to-end ensuring deadlines and key requirements were met
- Using Adobe Analytics (page views, click trails and sale funnels) to monitor projects and its success
- Running estimation sessions to determine viability and deadlines for incoming projects.
- Documenting the high-level project scope for the business and detailed user stories to provide clarity to different stakeholders.
- Implemented the use of Zeplin for the development team so they could have more precise CSS and HTML requirements when building features or updates. This helped align the UX and dev teams and improved workflow drastically.

Some key projects worked on:
- Plans Refresh – Implementing a new plan product structure. This required both front and back end development changes with UX involvement and requirements documentation.
- Privacy Act – removing site-wide customer data where the business no longer needed it.

July 2013 – December 2015
Digital Producer - Vodafone, Sydney, Australia
Responsible for maintaining and delivering changes to the Vodafone online space, assisting in KPI driven initiatives to increase capacity and improve delivery times for BAU and project work. Coordinated and tested several essential cross platform technological changes to ensure a smooth delivery.

Responsible for the following:
- Web and Mobile content changes to the website on the CMS (ATG/Fatwire) which included several iPhone and phone plan launches.
- Coordinating with marketing, product owners and web development team to ensure project deliverables meet the desired requirements
- Assisted the development teams with configurations and troubleshooting for new features built into the site.
- Executed user acceptance testing for key content projects and new features from the development team.
- Performed basic web analytics reports determining the success/failure of campaigns and features
- Completed A/B Testing to analysis different ways products and campaigns were marketed to customers.
- Updated terms and conditions on the website using HTML via CMS.
- Maintained confirmation emails ensuring they follow the brand tone and design using HTML and CSS

October 2012 – January 2013
eStore Producer- Vodafone, Sydney, Australia
As an eStore producer, I was required to assist with the rollout of new system updates to existing software infrastructure as well as managing the content of the public website.

Responsible for the following:
- Documented and produced user manuals for the user system that was being implemented.
- Performed testing throughout the whole eStore discovering defects and errors which needed to be solved before the system went to launch.
- Carried out change requests updating products and general information on the website.

October 2011 – August 2012
Trade Analyst – Pharmabroker, Sydney, Australia
Pharmabroker specialises in representing small companies in the pharmaceutical industry. I was required to analyse market trends for the purpose of increasing the client's market share and sales.

Responsible for the following:
- Analysing market trends to see where competition can be improved and areas that the company can expand
- Developing queries from the main database in Access and Excel to help analyse sale figures.

January 2010 - September 2011
Working and travelling abroad - London, United Kingdom

Education

2005 – 2009
Bachelor of Business/Bachelor of Computing – University of Technology, Sydney
Major: Accounting, Sub-Major: Internet Business

Hobbies

Rock climbing, Travelling, Hiking, Snowboarding, Sailing, Charity fundraising (MSgongride, Movember, City2Surf), Volunteering (Ted X, DCH Animal Adoption, NRCA Gardening)