Yujie Peng

Burnaby, BC 6725582779 pengyujie.ca@gmail.com

Profiles

 Peng-Yujie
GitHub

 Yujie Peng
LinkedIn

Skills

Web Dev	Programming	Databases	Other
HTML, CSS, Node.js, React, Flask, Web APIs	Java, JavaScript, Python, C++	MySQL, MongoDB	Unix tools, Git

Projects

Full Stack Developer - Tireder
Nov 2023

 https://github.com/Peng-Yujie/Tireder

- Developed a web application for tracking and measuring daily stress, incorporating real-time communication with an AI Chatbot.
- Worked on both frontend and backend development using Python, implemented features such as User Authentication and Moods Entry.
- Integrated OpenAI API and Socket-IO to provide real-time suggestions.

Python, MongoDB, Flask, OpenAI API, Socket-IO

Database Developer - Eastern Explore
June 2023

 https://github.com/Peng-Yujie/Eastern-Explore-Database

- Designed and implemented a database system for a company organizing hiking events.
- Created tables and implemented queries for efficient backstage management.

SQL, Data Modeling, Data Mapping

Experience

Bytedance Technology Co., Ltd.
TikTok E-Commerce Operations Manager
Sep. 2021 - Sep. 2022

Platform Marketing and Operation

- Oversaw planning, organization, and execution of online events for platform sellers. Successfully achieved 100%+ targets for sellers' onboarding and investment in multiple events, providing support for marketing events.
- Created BRD documentation and proposed operational solutions to enhance the quality control of platform sellers and products based on retrospective project analysis.
- Led long-term planning of Seller Engagement, resulting in a 200%+ increase in product provision for annual major promotions.

Lufax Holding Ltd.
Marketing Manager
Apr. 2021 - Sep. 2021

Campaign Planning and Platform Contribution

- Formulated annual marketing plans based on platform requirements, leading the planning and operation of major projects. Achieved an 8.7% increase in platform DAU during events, with external exposure exceeding 50 million.
- Established standardized operations for marketing resources, produced operations and requirements documentation and collaborated with R&D to build marketing tools, improving operational methods as needed.

Trip.com Group
Marketing Manager
Jul. 2017 - Apr. 2021

Integrated Marketing Planning

- Led the planning and execution of integrated marketing campaigns and seasonal events. Conducted comprehensive market analysis, measured event outputs, and produced review reports.

Project Management and Collaboration

- Managed the commercial operation of digital marketing events, coordinating with design and development teams.
- Facilitated agreements with corporations from various tourist destinations, addressing personalized requirements from advertisers.

Education

Langara College
3.99 GPA, Dean's List for 3 semesters
Jan. 2023 - Present
Diploma in Computer Studies

Wuhan University of Technology
Master of Journalism and communication

Wuhan University of Technology
Bachelor in Laws