ROBERT CHUNG

Developer

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Background

Currently, a Digital Messaging Specialist with 5 years of experience in digital messaging, development and data analysis. Passionate about programming, learning about new technology and creating new and exciting ideas.

Expert in Digital Messaging, delivering multiple email and SMS campaign in different channels across multiple markets as well as training teams to use the Salesforce Marketing Cloud platform.

Enjoys developing games in the unity game engine using C# and updating his portfolio website built using Angular JS framework, used as a development blog.

Languages

- Java
- C#
- HTML/CSS
- Javascript
- SQL
- AMP Script
- Unix

Platforms/Frameworks

- Salesforce Marketing Cloud
- Angular JS
- Walkme
- Qlik Sense

Experience

Digital Messaging Specialist – HSBC
July 2020 – Present

- Managed the implementation of Salesforce Marketing Cloud in multiple markets in Asia. Responsible for IP warm ups and setting up of new cost saving initiatives such as conversational banking.
- Collaborated with multiple teams, UX, Copywriting and Data and Analytics to create emails and SMS campaigns spanning over multiple products.
- Trained specialists and configuration teams in the newest methods of communications through Salesforce Marketing Cloud such as Journey Builder and 2 way SMS.

Achievements

- Improved the workflow of the Malaysia market by introducing strict deadlines on ideation, copy, image selection and UAT which improved turnout time by 33%.
- Implemented dynamic content in Salesforce Marketing Cloud, making content more personalised to the user which improved click through rate by 97%.
- Created landing pages for a card application referral scheme that tracked the refferer and reffered end to end and is used in multiple markets.

IT Consultant – FDM Group
June 2016 – Dec 2020

- Completed the graduate training scheme for a Software developer which includes OOP in Java, HTML/CSS, Javascript, SQL and Unix.
- Contracted to different positions to bolster experience and develop skills in many areas.

Finance Analyst – HSBC – Contract
February 2019– July 2020

- Developed visualisation of data using the Qlik Sense Software for a HSBC degree programme. Daily data was uploaded on the progress of participants, processed through Qlik Sense and key information was displayed through graphs and charts so that the programmme can be improved upon and updated.

Software Developer – HSBC – Contract   June 2018– Dec 2019

- Updated and improved the HSBC Home and Away offers website to use the Angular JS framework. Fixed bugs and implemented new features into the website such as user interaction issues and adding a map locator, overall increasing responsiveness of the page and increased site interaction.
- Became the WalkMe subject matter expert, leading the roll out of guided walkthroughs on multiple channels in different markets. Examples include paying bills on online banking and onboarding for customers using a refreshed new layout for online banking which increased site interaction and decreased the amount of call center queries.

Education

King's College University, London   2014 – 2016
Master of Science (Msc) in Mathematics

Brunel University, London   2011 – 2014
Bachelor of Science in Mathematics – 1st Class Honors