

TINGTING (BELLA) WEI

Web Developer & Designer
With Experience in Digital Marketing and Project Management

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Location: London, Ontario

Web Development Skills

- HTML, CSS, JavaScript,
- WordPress, React, Angular,
- MySQL, Firebase, PHP, Git,
- Adobe suite, Figma



Scan or visit tingtingwei.net
for my portfolio

Professional Experience

Northview Funeral Chapel

2023.04 - Present

Part-time

Digital Media Consultant

WordPress website maintenance & YouTube channel operation:

- Responsible for optimizing and updating their WordPress website to meet modern standards for SEO, responsive design, and more.
- Develop creative concepts, film, edit, publish, monitor and optimize post-release performance for the employer's official YouTube channel.

36Kr Holdings Inc.

2017.05 - 2021.05

Full-time Permanent

Senior Project Manager (client-facing)

Helped global tech giants to connect with small businesses and consumers in China:

- Work scope: Managing the entire lifecycle of clients, including budget management, resource integration and recommendation, creative planning, execution, project reporting, contract signing, invoicing, and contract renewal promotion.
- Google, AWS, and Twitter: Customize landing pages, introducing clients' cloud service solutions and overseas expansion solutions to start-ups in China, sharing case studies, to increase sales conversion.
- Worked with the team to explore standardized project management solutions, launched and maintained guideline documents for different service types with internal departments.

WPP China

2015.04 – 2017.05

Full-time Permanent

Social Media Planner

Social media strategy development, planning, buying and execution:

- Collaborated with clients during their promotion seasons to propose and execute campaigns, including services such as collaborating with influencers/agencies, buying display ads on social media platforms, and copywriting.

E-Commerce Marketing Specialist

Responsible for Mercedes Benz China e-commercial marketing activities:

- PPC & Social Media: Developed pay-per-click advertising and social media strategy for Mercedes-Benz's e-commerce, analyzed performance data and report to client.
- Content Marketing: Coordinated with the launch of the Mercedes-Benz e-commerce gift box, led the creative video planning, production, and release for Father's Day theme.
- Events: Customized booths or souvenirs for offline events such as auto shows and tennis matches.

Education Background

Fanshawe College

2021.09 – 2023.04

Internet Application and Web Development (GPA 4.17 / 4.20)

Full-stack web development, Web Design and Deployment

Diploma

Minzu University of China

2011.09 – 2015.07

Journalism

Journalism, Communication, Marketing, Multi-media Production

Bachelor