

TINGTING (BELLA) WEI

Front-end Developer and Web Designer

With Experience in Digital Marketing and Project Management

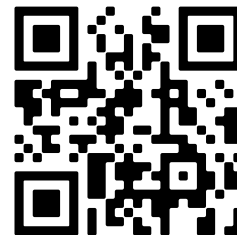
Cell: +1(266)-268-2889

Email: tingtingbelle414@gmail.com

Location: London, Ontario

Web Development Experience

- Prospective graduate of IWD program at Fanshawe and seeking a position as web-developer.
- 95% grade or higher for over half of the courses, Dean's Honor Roll each semester.
- In addition to school projects, during the Lunar New Year period this year, I created a small React app for my friends, providing them with information related to my home party. Currently, I am undertaking a project of creating the web portal for an LGBT choir.
- I am excited to continue pursuing front-end development and using my code to achieve more visions and dreams.
- **Skills:** HTML, CSS, JavaScript, WordPress, React, Angular, MySQL, Firebase, PHP, Adobe Photoshop, Adobe XD, Figma



Scan or visit tingtingwei.net
for my skills and projects

Professional Experience

36Kr Holdings Inc.

Senior Project Manager (client-facing)

2017.05 - 2021.05

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

Full-time

- 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.

Ogilvy China

E-Commerce Marketing Specialist

2016.04 – 2017.05

Responsible for Mercedes Benz China e-commercial marketing activities:

Full-time

- 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.

MediaCom

Social Media Planner

2015.04 – 2016.04

Social media strategy development, planning, buying and execution:

Full-time

- 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.

Education Background

Fanshawe College

2021.09 – 2023.04

Internet Application and Web Development (GPA 4.18 / 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