

# CHLOE LI

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## EDUCATION

### University of New South Wales (2018 - Dec. 2021)

- Dual Degree - Bachelor of Computer Science and Commerce (Marketing)
- Weighted Average Mean of 72.27

## WORK EXPERIENCE

### Venntifact | May 2019 - Present

- Worked with the University of Technology, Sydney to deploy Google Analytics to help track common drop-offs in their application process
- Developed and deployed tags that enabled Google Analytics Tracking on the KFC AU website
- Enabled the tracking of form completions, form type toggles and error message popups which have enabled KFC to make business decisions and identify errors
- Worked with UX Designers to deploy A/B Test Variants on the KFC website that have increased conversion rates by up to 0.5%

## EXTRACURRICULAR

### Workshop Coordinator UNSW CompClub 2019

Developed and presented free workshops throughout the year for High School Students on various topics including Beginner's Python & VR.

### IT Subcommittee UNSW Business Society 2018

Helped run and produce content for a successful HTML & CSS workshop with over 50 attendees.

### Peer Mentor Business Society 2019

Mentored a group of first-year students and assisted with their transition into university.

### Camp Leader Computer Science and Engineering Society 2019

Organised activities for a first-year camp, lead a camp group and helped encourage bonding.

## ACHIEVEMENTS

### 1<sup>st</sup> Place Winner of Accenture Blockchain Hackathon 2019

Worked in a team and built a crowdfunding platform powered by blockchain in 24 hours.

### Finalist UNSW Computer Science and Engineering Hackathon 2018

Finalist (top 5) and Winner of 'Best Business Model Prize' at the CSESoc Hackathon in 2018 with over 200 attendees.

## SKILLS

HTML/CSS

JavaScript

Java

Python

C

SQL

Google Analytics

Google Optimize

Google Tag Manager