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 73.11

WORK EXPERIENCE

Venntifact – Junior Consultant | May 2019 - Present
- Worked with the University of Technology, Sydney to deploy Google Analytics tags to help track common drop-offs in their application process
- Developed and presented a training workshop to teach client stakeholders how to use Google Tag Manager
- Developed and deployed tags that enabled Google Analytics Tracking on the KFC AU website
- Worked with UX Designers to deploy A/B Test Variants with HTML, CSS & JS on the KFC website that have increased goal completions rates by up to 30%

ACHIEVEMENTS

1st 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	Optimizely
JavaScript	Google Analytics
React	Google Tag Manager
Java	

EXTRACURRICULAR

Workshop Coordinator UNSW CompClub 2019
- Developed the programming skills of high school students by creating and presenting workshops
- Mentored and guided students through a major project involving game development and creating VR experiences on the web
- Developed and presented workshops to students in Rural schools of NSW

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.