CHLOE LI

Email: chloesli@outlook.com   LinkedIn: linkedin.com/in/chloesli/

Website: chloesli.github.io   Mobile: 0403 880 819

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 30%

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

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	JavaScript
Java	Python
C	SQL
Google Analytics	Google Optimize
Google Tag Manager	