

# Diyannah Afendy

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A Marketing Professional (6+ years of experience) turned Frontend Software Engineer – interested in the intersection of media, entertainment, and technology, and focused on building websites that provide meaningful and impactful user experiences.

## EDUCATION

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### BACHELOR OF COMPUTER SCIENCE (SOFTWARE ENGINEERING)

University of Wollongong, NSW  
Grade: WAM 91

Jul 2021 - Nov 2023  
(expected)

### BACHELOR OF CREATIVE INDUSTRIES

Queensland University of Technology, QLD  
Grade: GPA 6.7 on 7-scale

Jul 2016 - Jul 2018

## WORK EXPERIENCE

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### FRONTEND SOFTWARE ENGINEER

Freelance

Jan 2022 - current

- Engineered scalable, responsive, multi-platform and SEO friendly websites using HTML5, CSS3 + BEM, JavaScript ES6+ and React best practises
- Communicated requirements with stakeholders and delivered high-quality solutions
- Connected to backend API's through CRUD HTTP requests

### DIGITAL MARKETING & COMMUNICATIONS MANAGER

ATC Events & Media, Melbourne (remote)

May 2022 - current

- Manage execution of digital content marketing strategy
- Stakeholder management
- Create and manage all promotional activity (events, content, downloads, etc.)
- WordPress, HubSpot + CRM management
- Events assistance

### MARKETING ASSISTANT

remotesocial.io (SaaS), Sydney (remote)

Feb 2021 - May 2022

- Optimise landing pages and user funnels
- Creation and management of email campaigns (MailChimp and ActiveCampaign)
- Cold outreach, and experimenting with new marketing tactics to drive customer acquisition by targeting micro-communities. (A/B and multivariate experiments)

## EVENTS OFFICER

Oct 2018 - Dec 2020

STEM for Schools, Queensland University of Technology (QUT)

- Promotion of QUT's STEM undergraduate degrees to high school students through delivery of engaging on-campus events and activities to showcase facilities.
- Collaborate with key speakers and stakeholders in STEM industries to support events.
- General event admin – planning, registration, recording event figures, budget management, risk management.
- Initiatives to inspire more young women to be part of the STEM space.

## PERSONAL PROJECTS

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### WORDIY ([link](#))

- Cloned NY Times' trendiest word puzzle - Wordle.
- Developed Wordiy with JavaScript.

### Client E-Portfolio ([link](#))

- Designed and developed client's e-portfolio using semantic HTML5 and CSS3 (+BEM) best practices.
- Included responsive and multi-platform support to enable the e-portfolio to be viewed across any devices and platforms.

## TECHNICAL SKILLS

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**Proficient:** Html5, CSS3 (BEM), JavaScript ES6+, Java, MySQL, React (+hooks), npm, GitHub

**Familiar:** Redux, SASS, Yarn, React dev tools

## HONORS & AWARDS

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### UNIVERSITY EXCELLENCE SCHOLARSHIP

Awarded by **UOW**

Value: 30% tuition fee reduction

Criteria: High academic performance

### THE DEAN'S MERIT LIST

Awarded by **UOW**

Criteria: top 5% in the Faculty of Engineering & Information Sciences

EIS Faculty

### EXCELLENCE IN HUMAN COMPUTER INTERACTION

Awarded by

Value: \$500 cash prize

**Objective**

Criteria: Best performing student for UX/UI unit

**Corporation**

## REFERENCES

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Available upon request.