

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

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

FRONTEND SOFTWARE ENGINEER

Freelance

Jan 2022 - current

- Engineered scalable, responsive, multi-platform and SEO friendly websites for multiple clients 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 – includes social media management, engagement and advertising.
- Stakeholder management.
- Create and manage all promotional activity (events, content, downloads, etc.)
- WordPress, HubSpot + CRM management.

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.

PROJECTS

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 eportfolio to be viewed across any devices and platforms.

TECHNICAL SKILLS

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

Familiar: Redux, SASS, Yarn, React dev tools

HONORS & AWARDS

UNIVERSITY EXCELLENCE SCHOLARSHIP

Awarded by **UOW**

Value: 30% tuition fee reduction

Criteria: High academic performance

FACULTY DEAN'S LIST

Awarded by **QUT**

Dean's List for 3 consecutive semesters.

Creative Industries

Criteria: GPA 6.5 on a 7-point scale

Faculty

CREATIVE INDUSTRIES INTERNATIONAL SCHOLARSHIP (CIIS)

Awarded by **QUT**

Value: 25% tuition fee reduction

Criteria: High academic performance

REFERENCES

Available upon request.