Shyen Wee.

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Summary

Highly skilled creative and analytical problem solver with a passion for data and trends, driven to find novel solutions and fill gaps in established process. Motivated self-starter who learns through facing challenges head on, as demonstrated previously in fast-paced high demand parliamentary role.

Technical

Programming

C, Python, SQL, HTML5, CSS, Javascript

Operating Systems

Windows, MacOS and Linux including Linux web servers

Management Systems

Administration of Nationbuilder CRM/CMS and Moodle LMS

Design

Proficient with Adobe Creative Suite

e-Commerce

Build Shopify and Wordpress webstores

Marketing

Expertise in Facebook Ad Manager and email campaigns

Career

Electorate Officer – Parliament of Australia

Feb 2018–Jun 2019 / Kent Town, SA

→ Analyse data from Facebook, Twitter and Nationbuilder providing insights to PR Director and Media Advisor for continuous improvement of social media content and delivery

→ Optimise Facebook Ads using Lookalike Audiences and Customer Lifetime Value—achieving Facebook page follower growth of ~28% over 3 months

→ Manage email campaigns—including weekly newsletter with donation appeal to ~80,00 people—achieving consistent open rate of 24-30% and bounce rate of <1% through email deliverability best practices, A/B testing and data validation on forms

→ Deliver election campaign material nationwide through SMS/MMS—over 1 million messages sent—with automated replies based on trigger keywords

→ Produce digital content consistent with brand and style guides and print collateral for election and fundraising campaigns compliant with AEC guidelines

→ Prepare financial reports of political donations and merchandise sales

IT & Technical Suppoer Officer – Australian Institute of Technology Transfer

Apr 2011–Sep 2017 / Elizabeth, SA

→ Research and implement IT systems to increase productivity

→ Set up and manage Moodle learning management system

→ Create documentation and train staff on Moodle LMS

→ Manage enrolments and generate qualification certificates on VETtrak student management system

→ Prepare reports from VETtrak data, compliant with AVETMISS reporting requirements

→ Provide technical support and maintenance of company IT assets

Projects / Volunteer

Student Mentor – 42 Adelaide

May–Jun 2022 / Adelaide, SA

→ Volunteer student mentor for the May 2022 Piscine—28-day school admission bootcamp

→ Support prospective students on-campus and remotely

Website Development and Marketing – Hanamura

April 2020 / Modbury, SA

→ Build website with ordering and notification system to handle influx of online orders during the pandemic—www.hanamura.com.au

→ Generate Lookalike Audiences for ad targetting based on existing customer data

→ Optimise Facebook Ads for customer location

Education

42 Adelaide

Jan 2022–Present / Adelaide, SA