Shyen Wee.

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Summary

Analytical problem solver specialising in creative solutions, passionate about meaningful data and highly motivated by opportunities to fill gaps in existing processes with bespoke and novel solutions.

Driven self-starter learns through facing challenges head on, demonstrated previously in fast-paced high demand parliamentary role. Responsibilities included monitoring news flows and social media interactions, crafting time critical responses over a wide range of media.

Technical

Programming	**Web Development**	**Management Systems**
C, Python, SQL, Linux	HTML5, CSS, Javascript	Nationbuilder CRM/CMS, Moodle LMS
Design	**e-Commerce**	**Marketing**
Adobe Creative Suite	Shopify and Wordpress webstores	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 ~80,000 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 Support Officer – Australian Institute of Technology Transfer

Apr 2011–Sep 2017 / Elizabeth, SA

→ Research and implement IT systems to increase productivity—implementations include setting up a local file server, router with security firmware for local WiFi management and digitisation of paper based feedback form system

→ Set up and manage Moodle student 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, building on my past experiences to provide advice and guidance

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—hanamura.com.au

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

→ Optimise Facebook Ads for customer location

Education

42 Cursus (Coding School)

Jan 2022–Present / 42 Adelaide

Certificate IV in Work Health and Safety

2014 / Australian Institute of Technology Transfer