

✉ franceswtt@gmail.com

☎ 94407855

🐙 github.com/franceswtt

## SKILLS

JavaScript

HTML

CSS

Python

MySQL

Java

Figma

Adobe XD

Adobe Premiere

Adobe Photoshop

Adobe After Effects

Adobe Illustrator

Shopify

## LANGUAGES

English  
Full Professional Proficiency

Chinese  
Native or Bilingual Proficiency

# Frances Wong

## Data Science Graduate & Former Digital Marketer

Recent data science graduate with progressive experience writing code and designing solutions. Seeking a challenging role as a Programmer. Adept at working effectively in fast-paced, deadline-driven settings that demand strong organizational and analytical skills. Check out the website I built with HTML and CSS on GitHub!

## EDUCATION

### Full-time Data Science and Machine Learning Immersive, Data Science and Machine Learning Xccelerate

06/2022 - Present

16-week Full-time immersive bootcamp with over 1000+ hours hands-on practice and projects on Data Science and Machine Learning

#### Courses

- Learnt Python and TensorFlow to transform data metrics and data visualization
- Used SQL to build and communicate with database
- Preform data analysis and data visualization by Tableau and Streamlit
- Developed practical skills of machine learning models and deep learning tools

### Bachelor of Arts (Hons) English for International Corporate Communication

University of Central Lancashire

2016

## WORK EXPERIENCE

### Digital Marketing Manager Fitody Limited

11/2021 - Present

An innovative brand dedicated to enhancing your life with smart fitness products that motivate you to adopt a healthier lifestyle

#### Tasks

- Ideate, test, iterate and **optimize growth via paid acquisition, retargeting, and product optimizations** across the paid ad channels
- Day-to-day management and **optimize ROAS/ROI for Facebook/Instagram ads**
- **Setup, review and optimize ad performance daily** and advise the content and creative teams to maximize our content strategy
- Develop and coordinate AD creative test and support performance ad team on **results analysis and creative scaling strategy**
- Collaborate with country marketing teams on developing and **executing holistic performance marketing and content strategies**
- Familiar with **Facebook, Instagram, Google Adwords, SEO, SEM, YouTube, Tiktok, LinkedIn and EDM**
- **Track weekly / monthly / quarterly** channel KPI targets and prepare analysis and performance report
- Analyze user data to **provide strategic, actionable insights**
- Hands on experience working in a **fast-paced direct marketing environment**



## WORK EXPERIENCE

### Senior Media Buyer (Promoted from Jan 2019)

Noble Storm Limited

02/2018 - 08/2021

A data driven eCommerce BVI company founded in 2016. As a multi-national e-commerce company target on B2C business, we are currently running over 70 online stores and dealing around 15,000 transaction per day

#### Tasks

- Plan and implement all around digital marketing strategies for **product promotions** in different markets (**North America, Europe**, and worldwide) including **video editing and graphic design, paid search and social ads on Facebook & Instagram**, media planning, campaign management, ad/landing page optimization to help achieve business goals
- **Analyze customer interactions** with site/device usage and E-Commerce tracking data throughout the customer journey
- Create **controversial and creative** video & photo shooting and editing ideas to optimize the sales performance
- Analyze the statistics on **consumer purchasing behavior** and intent, offer insights about product potentials
- Stay abreast of **social media updates and trends**, behavioral changes of digital audiences, and best practices
- Track the analytics report to gain insight on traffic demographics and evaluate the on-line marketing materials effectiveness to **arise future outcomes**
- **Source and identify new marketing opportunities** and tactics for expanding new global market share
- Daily use of **analytics, monitoring, reporting, and trend tools**, including but not limited to Facebook, etc.
- Oversee market research, **competitive analysis, budgets, timelines** and a team of marketing professionals to achieve company goal

Lean more about my Facebook ad campaigns : <https://bit.ly/3korXiQ>

### Digital Marketing Officer (From Feb 2018 to Dec 2018)

Noble Storm Limited

02/2018 - 12/2018

#### Tasks

- Create and manage the **attractive and persuasive products' contents** for product promotion
- Plan and manage **creative design for video projects** in various eCommerce social media platform
- Be proactive in understanding the **international market** and online retail and multi-channel trends
- Analyze the **market data** and prepare regular reports

### Account Servicing Executive

New iMedia Solutions Limited

01/2017 - 02/2018

A digital marketing agency established in October 2007. Yahoo! Hong Kong Search Marketing Gold Authorized Reseller, Google AdWords™ Premier SMB Partner, agency of Facebook, Instagram and Baidu, and allied with over 100 renowned local and international search engines and websites to form a strong digital media alliance

#### Tasks

- Execute and monitor online advertising initiatives, such as **search engine marketing, display ad, social media marketing**, conversion tracking, and web analysis
- Consolidate data from numerous online advertising platforms, analyze various metrics, and to **convert them into strategies and action plans**
- **Copy writing and optimization** for search engine marketing & social media campaign.
- **Design banners for display ad** and social media marketing campaigns