

Hazel Xie Yifang

hazelxyf@gmail.com | <https://github.com/hazelxyf>

Passionate web developer, with working applications using HTML5, CSS3, JavaScript, and C# skills. Attained certifications to be trained as a .NET software developer. Proactive in learning new libraries and frameworks. Proven leadership qualities as a previous Subject Head in CHIJ Secondary.

Projects

PYINVESTING (<https://pyinvesting.com/>)

- Designed the HTML, CSS and JavaScript templates of the blog used by writers to post investment articles.
- Working on developing a landing page for the Robo-advisor app.

EDSEMBLY (<https://edsembly.com/>)

- Co-developed an online learning platform for teachers to create online classrooms for students to learn.
- Used Skype Interviews API for students to book Skype sessions with their teachers.

WEDDING REGISTRATION PAGE (<http://mrandmrsfok.com/wedding/>)

- Designed a visually appealing and responsive registration page using HTML, CSS and JavaScript.

Education

CERTIFICATIONS

- Programming in C# | Microsoft® Certificate of Achievement
 - OOP, Entity Data Model, XAML, WPF, Unit Testing
- Developing ASP.NET MVC 5 Web Applications | Microsoft® Certificate of Achievement
 - MVC, Unit Testing, Partial Page Updates, Responsive Pages, Web APIs, Deploying on Azure
- Programming in HTML5 with JavaScript and CSS3 | Microsoft® Certificate of Achievement
- Programming in Visual Basic with MS Visual Studio | Microsoft® Certificate of Achievement
- Digital Marketing | Squared Online developed with Google
 - Able to use data to evaluate marketing efforts and generate insights using Google Analytics
 - Created a [marketing campaign on re-branding Royal Canin](#)

2014 BACHELORS OF ARTS, NANYANG TECHNOLOGICAL UNIVERSITY - NIE

- Major: Geography, Minor: Mathematics

Job Experience

2019 – MANAGER, GRAPHIC EDUMEDIA

- Increased sales of Sibelius music software by 60% through email marketing and social media.

2018 – 2019 MARKETING EXECUTIVE, VERTIVEGIES

- Redesigned and rebranded the company's website.
- Regularly updated the company's social media accounts which led to a 30% increase in followers in 2 months.
- Revamped Farmers' Market marketing efforts which saw an overall increase of 400% in revenue.

2014 – 2018 GENERAL EDUCATION OFFICER, MINISTRY OF EDUCATION

- Subject Head of Geography Department at CHIJ Secondary.
- Led the school to achieve 75% distinction rate in GCE O'levels Geography examination.