

Lihui Yang

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EDUCATION

University of Victoria

May 2018 – Jan. 2022

Bachelor of Science, Computer Science and Psychology Combined Major

Victoria, BC

SKILLS

Technical Skills

- SQL, Python, Java, HTML, CSS
- Jira, Trello, Agile Methodologies
- Power BI, Google Ads & Analytics

Soft Skills

- Stakeholder Communication & Coordination
- Problem-Solving & Critical Thinking
- Report Writing & Documentation

WORK EXPERIENCE

Adore Vintage

Aug. 2024 – July 2025

Social Media Marketing & IT Support

Vancouver, BC

- Assisted in revamping and optimizing the **Shopify** website to align with our brand identity and improve user experience
- Enhanced product listings, integrated new features, and refined the interface to streamline shopping
- Executed promotional marketing strategies and created product bundles to boost sales
- Implemented **Google Ads** campaigns to attract potential customers, increasing conversion rates by 10%
- Crafted and distributed events and promotional email campaigns to strengthen customer engagement and drive participation

Infosys Canada

Feb. 2022 – Nov. 2023

Associate

Burnaby, BC

- Collaborated with cross-functional teams, including development, operations, and finance, to streamline project workflows, boosting efficiency by 10%
- Facilitated stakeholder meetings to track progress, resolve issues, and realign plans
- Prepared detailed reports and **developer documentation** to maintain transparency and alignment
- Built a sample prototype of the mobile application using the Ionic framework and **Angular**
- Integrated **Azure Notification Hub** into a mobile application for targeted push notifications
- Leveraged **SQL** and **Power BI** to deliver actionable insights, increasing client satisfaction by 15%

CO-OP EXPERIENCE

BC Ministry of Attorney General

May 2021 – Aug. 2021

IM/IT Generalist Co-op

Victoria, BC

- Coordinated projects simultaneously, tracking progress using **Jira** to ensure all deadlines were met
- Gathered internal requests and created flowcharts using **Visio** for vendor communication
- Developed official documentation and prepared tutorial videos for the team
- Calculated the financial budget for the implementation of the **ServiceNow** platform
- Provided helper scripts for transforming over 10,000 files using **PowerShell**