

CONTACT

- +61490354430
- hueduong288@gmail.com
- Turrella, Sydney, NSW 2205
- linkedin.com/in/duong-lily/
- Personal Portfolio

EDUCATION

2012 - 2016

TAY NGUYEN UNIVERSITY

- Bachelor's Degree in Chemistry Education

2021 - Present

SEFT-STUDY

- Javascript Course - SuperSimpleDev
- UI/UX Designer - SkillCrush
- React Course - Mosh

SKILLS

- Google Ads, Google Analytics, Google Tag Manager
- Time Management & Teamwork
- Customer Service
- Critical Thinking
- Training & Documentation
- HTML, CSS, Javascript, React
- Typescript, SQL
- Git & Github
- UI/ UX design
- JIRA for Software Testing
- Playwright, Postman
- Self-study

LANGUAGES

- Vietnamese (native)
- English (fluent)
- Mandarin (beginner)

LILY DUONG

SOFTWARE DEVELOPMENT INTERN

Aspiring software developer with hands-on experience in JavaScript, React, and a solid foundation in software development principles, design, and testing. Despite having a non-traditional background, I have earned multiple recognitions for my strong work ethic, adaptability, and ability to thrive in new environments. Eager to contribute as a Software Development Intern at WEX by leveraging my curiosity, dedication, and teamwork skills to build impactful solutions. Excited to collaborate with experienced mentors, engage in agile practices, and grow within a dynamic, fun, and inclusive environment.

My favorite quote: Try your best, the rest will follow!

WORK EXPERIENCE

Self-employed

Self-taught developer

Aug 2021 - Present

- Self-taught through the internet, driven by a passion for technology and curiosity about how things work—starting with HTML and CSS.
- Learned JavaScript, React, TypeScript, and Agile principles through hands-on projects.
- Built personal projects focused on clean code, responsive design, and API integration.
- Gained experience with Agile, manual/automated testing using Playwright and Postman.
- Continuously exploring new technologies and sharpening problem-solving skills.
- Some of my work: [Personal Portfolio](#), [Game Hub](#), [Ecommerce Website](#), [20 Small JS Projects...](#)
- My [GitHub Profile](#).

TDCX Malaysia

Technical Solutions Specialist

April 2022 - May 2024

- Guided hundreds of advertisers in setting up, implementing, and troubleshooting tracking for Google Ads, Analytics, Merchant Center, and Google Tag Manager, improving tracking accuracy and driving a 15% increase in data-driven decision-making for clients.
- Boosted lead generation and enhanced ad performance by 25% through close collaboration with Vietnamese sales teams on tag implementation, and mobile/web ad optimization.
- Joined the English team for six months to support global customers, primarily from Australia, the US, the UK, New Zealand, Singapore, and India.
- Worked closely with the Google Support Team to troubleshoot M&A issues, such as examining tag implementations, testing, clarifying, resolving 95% of data discrepancies in Google Ads reports and Google Analytics.
- Possessing a strong foundation in digital marketing principles, with experience in keyword research, audience segmentation, and data-driven campaign optimization.
- Mentored new team members through shadowing and mock calls, resulting in 30% improvement in first-call resolution rates within 2 weeks.
- Recognized as a monthly CSAT contributor and voted "Miss Grand" of the Vietnam Tag Team, demonstrating exceptional teamwork and dedication.**

REFERENCE

Linh Vo

TDCX Malaysia, Team Leader

- Phone: +60 11 2343 8028
- Email: lemanhlinh@google.com

Van Tam

TDCX Malaysia, Team Leader

- Phone: +60 11 2739 6063
- Email: vantam@google.com

Hoai Bao

Concentrix Vietnam, Team Leader

- Email: hohoaibao@gmail.com

INTERESTS

- Self-learning, technology, foreign languages.
- Hiking, adventurous travels.
- Martial arts, meditation.
- Writing, guitar.

TDCX Malaysia

Digital Marketing Consultant

Jan 2021 - Apr 2022

- Interacted with 1000+ customers through phone, email, and chat channels to address a wide array of concerns related to their engagement with the advertising platform, including Google Ads, Google Analytics, Google Tag Manager, Merchant Center.
- Analyzed Google Ads metrics and provided data-driven insights that led to a 55% improvement in campaign optimization and a 20% increase in client ROI.
- Demonstrated adept troubleshooting skills, ensuring seamless issue resolution by actively following up on customer concerns. When required, promptly escalated matters to relevant teams.
- Joined Product Team to train and support newbies, fostering a culture of continuous learning and professional growth within the organization.
- Joined Guru Team to support team members, resolving complex cases, and initiating workflow optimizations, resulting in a 35% increase in team efficiency.
- **Recognized as Employee of the Month within just 2-3 months of employment, demonstrating exceptional work ethic and dedication, surpassing expectations.**

Accenture Malaysia

Data Analyst

Jan 2019 - Jan 2021

- Conducted meticulous reviews of documents and content, meticulously adhering to provided Guidelines and upholding rigorous quality standards in the process of classification, labeling, and annotation.
- Demonstrated dedication to product knowledge acquisition and retention, ensuring a comprehensive understanding of the offerings and their relevant aspects.
- Proactively identified operational inefficiencies and workflow issues, presenting viable solutions to streamline processes and enhance overall efficiency.
- Displayed a keen eye for recognizing trends and patterns, effectively escalating potential issues and concerns to management for strategic resolution and decision-making.

Sai Gon VINA center, Vietnam

English teacher and tutor

Jan 2017 - Jan 2019

- Facilitated engaging TOEIC and communication classes, fostering a dynamic learning environment that empowered students to break language barriers and thrive professionally.
- Provided personalized tutoring to improve student's performance in exams and professional communication.

Concentrix Vietnam

Customer Service Representative

Oct 2017 - Oct 2018

- Provided comprehensive customer support services for the Uber project, catering to the needs of both drivers and riders through various communication channels including email, phone, and chat (Facebook).
- Demonstrated effective communication skills and problem-solving abilities while assisting customers with their inquiries and concerns in the English language.
- Successfully transitioned from the Uber project to the Grab project, where responsibilities included delivering driver support services via phone.
- Maintained a customer-focused approach, ensuring high levels of satisfaction and resolving issues efficiently.
- Adapted to changing project requirements and contributed to the seamless integration of services during the transition from Uber to Grab.
- **Recognized for exceptional work ethic and dedication, earning praise from the team lead and achieving the highest annual salary increase among a team of 30+ members.**