

## CONTACT

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- Turrella, Sydney, NSW 2205
- [LinkedIn](#)
- Personal Portfolio

## EDUCATION

2012 - 2016

TAY NGUYEN UNIVERSITY

- Bachelor's Degree in Chemistry Education

2021 - Present

SELF-STUDY

- JavaScript Course - SuperSimpleDev
- UI/UX Designer - SkillCrush
- React Course with Typescript - Mosh

## SKILLS

- Google Ads, Google Analytics, Google Tag Manager
- Time Management & Teamwork
- Customer Service
- Critical Thinking
- Training & Documentation
- HTML, CSS, JavaScript, Express
- 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 DEVELOPER

Hi! I might not have a traditional IT background, but I'm a self-taught developer with a big passion for tech. I'm fully committed to transitioning into the tech industry and am ready to work hard to make it happen. My coding journey started two years ago during a Google project in my previous role, and since then, I've been hooked. Working with Google products helped me build strong problem-solving and teamwork skills. While I may not have seemed like the obvious choice at first, I quickly proved my value with a positive attitude and a strong work ethic. I love challenges and am always ready to tackle difficulties—what matters most to me is being given the chance to show what I can do.

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

## WORK EXPERIENCE

### Self-employed

Self-taught developer

Aug 2021 - Present

Driven by a **passion for technology** and a deep curiosity about how things work, I embarked on a **self-taught** journey through the internet. Not following the traditional path is also a proof for my passion, determination, capability to strive in Tech career.

- Learned JavaScript, React, and TypeScript, Express by hands-on projects, focus on clean code, responsive design, and API integration.
- Gained solid foundation with Agile methodologies, manual and automated testing using Playwright and Postman.
- Strong foundation in WordPress development and PHP.
- Continuously explore new technologies and sharpen problem-solving skills.

#### Some Sample Projects:

- Netflix Clone: Full-stack project using React.js, Express.js, MongoDB, Tailwind
- Personal Portfolio: Showcasing my skills and experience.
- Game Hub: A platform for discovering games with integrated APIs.
- Ecommerce Website: Complete frontend with cart and checkout functionality.
- 20 Small JavaScript Projects: Focused on mastering the fundamentals of JS through creative mini-projects.

### TDCX Malaysia

Front End Developer

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 data-driven decision-making for clients.
- Debugged, analyzed website structures through browser developer tools (console, network, application, elements) and customize JavaScript code to capture tracking data based on advertisers' needs, including conversions, enhanced conversions, dynamic remarketing, and enhanced eCommerce tracking...
- Joined the English team for six months to support global customers, primarily from Australia, the US, the UK, New Zealand, Singapore, and India.
- Supported advertisers and agencies in implementing and optimizing tracking data on major CMS platforms, such as: Shopify, Haravan and WordPress,... as well as custom-built websites.
- 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.

## ADDITIONAL INFO

- Full working rights in Australia
- Available to start immediately.

### 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.**