

DUYEN PHAM

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Kuala Lumpur, Malaysia

PROFESSIONAL EXPERIENCE

TDCX Malaysia | tdcx.com | 2020 - Present

Front-end Developer | 12/2021 - Present

Transitioning from a prior role at TDCX to join the Front-end Developer team, I pursued my passion and leveraged my technical strengths and programming expertise to excel in various areas:

- Developed front-end UI using HTML, CSS, JavaScript, jQuery, and React, ensuring superior user experience through customized functions and optimized client code bases.
- Transitioned into leadership roles within 8 months, handling complex tasks such as code review, data analysis, stakeholder presentations, project planning, and team coordination.
- Led small groups of 6-10 developers, resulting in a 20% improvement in probation performance through effective guidance, mentorship, and implementation of best practices.
- Collaborated with senior colleagues to construct automation tools for code testing, auto-filling, DOM manipulation, performance monitoring, and deployment using Puppeteer (Node.js) and Selenium (Python).
- Demonstrated expertise in various content management systems (CMS) including WordPress, Shopify, Magento, Drupal, and Shopbase, enabling adaptable solutions tailored to client needs such as theme customization, and platform migration.
- Leveraged Google products such as Google Tag Manager, Google Analytics, and Google Ads to optimize website performance, track user behavior, conduct A/B testing, and drive measurable business results for clients through targeted advertising campaigns.

Digital Marketing Consultant | 11/2020 - 11/2021

Starting my career after university graduation, my first professional role equipped me with the following key skills:

- Assisted clients in designing Digital Marketing plans, particularly within Google Ads, to address business challenges.
 - Established expertise in Google Ads campaign setup, ensuring target delivery, and setting up shopping feeds on Google Merchant Center.
 - Provided training to new team members and guiding them to achieve performance targets.
 - Consistently delivering top-tier customer service, ranking as a top performer over several months.
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PERSONAL PROJECTS & SKILLS

My portfolio

1 - Chatbot with API Integration

- Developed a virtual assistant chatbot using Django, HTML, CSS, and Javascript.

2 - Dynamic News Website

- Implemented a dynamic news website using Django, HTML, CSS, and Javascript.
- Integrated with APIs to fetch and display online news content, ensuring real-time updates.

3 - Web Scraper Tool

- Created an automated Node.js based web scraper tool
- Allows users to download multiple videos from TikTok simultaneously, streamlining content aggregation.

Skills

- **Development Technologies and Frameworks:** JavaScript, React, Node.js, HTML, CSS, jQuery, Python, Django, Flask, PHP, RestfulAPI.
- **Infrastructure and Operations:** Google Cloud Platform, Linux, Docker & Kubernetes, DevOps, Git.
- **Additional Skills:** Postman, Presentation & Communication Skills, Data Analysis, Leadership, Data structure & Algorithm.

EDUCATION

Professional Certificates

- IBM Full Stack Software Developer Professional Certificate | React, Node.js, Python, Django, Flask, Databases, Docker & Kubernetes, Microservices, DevOps, Linux, Git, Cloud)
- Become a Django Developer | LinkedIn
- Building RESTful APIs with Node.js and Express | LinkedIn
- JavaScript for Web Designers | LinkedIn
- Google Cloud Platform (GCP) Essential Training for Developers | | LinkedIn

Bachelor Degree

University Of Economics Ho Chi Minh City | International Business (High-quality program)

Languages: English, Vietnamese

PERSONAL INFORMATION

- Nationality: Vietnamese
- Current location: Kuala Lumpur, Malaysia (Willing to relocate)