

ROWENA LEUNG

SOFTWARE DEVELOPER

PERSONAL PROFILE

I am a digital marketer and blossoming software developer. I am passionate about creating beautiful websites or applications that leave a lasting impression on the customer. I would love to work with a group of like-minded people and continue to learn and progress in my journey as a software developer.

AREAS OF EXPERTISE

Node.js
React
HTML & CSS
jQuery
SQL
Git
JavaScript
Ruby on Rails
Express.js
Postgres SQL
Vue.js
MongoDB

CONTACT INFO

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Portfolio:
<https://www.linkedin.com/in/rowena-leung-204142161/>
Github:

PROJECTS

Tic Tac Toe - Jul, 2021

Tech stack: JavaScript, jQuery, HTML, CSS

My take on the classic game, designed to be played with two people. The users can click on their desired icon and the application keeps track of their score.

Fukuzatsu - Aug, 2021

Tech stack: Ruby on Rails, Cloudinary

A P2P marketplace website that allows users to sell their pre-loved clothes. Users can sell or buy items by adding them to their cart and checking out.

RPG Character Generator - Aug, 2021

Tech stack: React, Rails

This project uses an API that generates items and accessories from the online RPG game, *MapleStory*, and allows users to create and customise their own *MapleStory* character.

Road trip Planner - Sep, 2021

Tech stack: Rails, Firebase, Google Maps API, Vue.js

Designed with travelling after lockdown in mind, I wanted this app to be an all-in-one planner where groups of friends could plan a road trip. Features include a to-do checklist, directions on how to get your destination with Google Maps, and a cost calculator so you can divide expenses once the trip is over.

WORK EXPERIENCE

DIGITAL MARKETING EXECUTIVE

West HQ | Jan, 2019 - May, 2021

- Managed social media accounts and scheduled social media content across all brands
- Drafted and scheduled all B2C comms across all brands
- Increased the EDM open rate to average of 18% in the first 24 - 48 hours
- Maintained and updated website content across all brands
- Increased site visits to 13% and 17% more page views year on year.
- Collaborated and worked with developers to improve website functionality across all brands

CONTRIBUTOR

Hello Asia! | Sep, 2018 - Dec, 2018

- Investigated and pitched new story ideas concerning the Asian entertainment industry
- Wrote news articles and promoted them via Hello Asia's social media platforms
- Source and interviewed artists from overseas for feature articles
- Managed social media engagement

ACADEMIC HISTORY

Software Engineering Immersive Program at General Assembly

Jun, 2021 - Sep, 2021

Bachelor of Communication (Journalism) and Bachelor of International Studies (Japanese)

Feb, 2014 - Oct, 2018