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.

I AM PROFICIENT IN:

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

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.

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.

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.

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.

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

INSTRUCTOR ASSOCIATE
General Assembly | Sep, 2021 - Present

- Gathering teaching and resource materials for the instructor and students, and collating these materials for students to reference as class complements
- Acting as support between the instructor and a cohort of 16+ students
- Providing feedback on students' homework and projects

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