

Samuel Wong Pei Rong

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First-class computer science student with 5 years of digital marketing and start-up experience

I am currently pursuing a computer science degree and am on track for first-class honours. I have also co-founded a digital marketing and website development company; managing over 1 million in advertising budget with an average return on ad spend of 7.

Education

University of Essex | Bachelor in Computer Science - Graduation June 2023

- Software Engineering | Java | Grade: 87/100, A
- Application Programming | Java | Grade: 71/100, A
- Databases and Information Retrieval | SQL | Grade: 83/100, A
- C++ Programming | C++ | Grade: 69/100, B
- Data Structures and Algorithms | Java | Grade: 75/100, A
- Web Application Programming | JavaScript, HTML, CSS, JQuery, JSP, SQL | 87/100, A
- 2D Game Development Team Project | Python | 80/100, A
- Cyber Security | Python | 72/100, A

Currently placing 1st in class

Internship Availability: April 2023

Projects - Programming

- Maze Solver Path Visualiser: A 2D game that compares DFS vs A* algorithm to solve the maze. A solution report will be generated so the user can understand the differences in the algorithms. A new maze level will be created based on the report.
- Finance Automation: Extracts text from video and organises the information into a dashboard allowing users to manage their finances with minimal effort.

Projects - Websites Development, Content Creation, and Project Management

Compass One, Shopping Mall | www.compassone.sg

Timeless Forever, Beauty Supplements | www.timelessforever.sg

A.M Aesthetics, Medical Treatment | www.amaesthetics.com.sg

Work Experience

Accrelist Ltd SGX: QZG, Singapore | Marketing Manager Jan 2021 – Present

Working on marketing efforts using Google Adwords, SEO, Facebook, and Instagram ad campaigns for subsidiary Accrelist Medical (A.M) Aesthetics.

- Revenue increased by 1.3 million (26%) from 5.0 million in 2020 to 6.3 million for 2021
- Expansion from five outlets to seven outlets; Serangoon and Raffles City Shopping Centre

Ninety Four Pte Ltd, Singapore | Shareholder Jan 2021 - Present | Founder, Director Mar 2017 - Jan 2021

Developed e-commerce websites, helping businesses digitalise. Acquiring sales and leads for clients using Google Adwords, Facebook, and Instagram. Served over 70 clients in Singapore, Malaysia, and France.

- Helped in various industries including, aesthetics, medical, retail, Insurance, education, logistics property, technology

Skills

Programming Languages:

- Python, Javascript, Java, C++, HTML, CSS

Technical Skills:

- Algorithms, Data Structures, Data Analysis, SQL, Web Development, UI, Photoshop, Excel, Digital Marketing, Project Management, Agile, Business Operations, Sales, Accounting, Branding, Google Data Studio, Google Adwords, Google Analytics, Facebook, and Instagram ads.

Activities

Volunteer at Cerebral Palsy Alliance Singapore (CPAS)

Personal Assistant to Commander of Singapore Civil Defence Force (SCDF), Corporate Services Hub (CSH)

Marketing Volunteer at Synergy BJJ MMA Academy Singapore