SHAUN CHIN

CONTACT

- +61 414 539 795
- shaunchiin@gmail.com
- West Melbourne, VIC 3003
- LinkedIn

EDUCATION

Feb 2023 - Dec 2024
THE UNIVERSITY OF ADELAIDE

- Master of Computing and Innovation

2017 - 2019
SUNWAY UNIVERSITY MALAYSIA

- Bachelor of Science (Honours), Psychology

SKILLS

Programming Languages:

- Python
- JavaScript
- C/C++
- Java
- HTML5/CSS

Frameworks:

- Django
- Spring Boot

Tools:

- Gradle
- Maven
- Git
- Subversion (SVN)
- Wireshark

Databases:

- SQL (MySQL, PostgreSQL)

PROFILE SUMMARY

Recently completed a Master's degree in Computing and Innovation (Computer Science equivalent), equipping myself with strong technical expertise in software development, problem-solving, and innovative technology solutions. Passionate about transitioning into the tech industry, where I can apply my analytical mindset, creative problem-solving abilities, and newly acquired technical skills to contribute meaningfully to impactful projects. Adept at bridging the gap between business needs and technological implementation, with a commitment to continuous learning and innovation.

WORK EXPERIENCE

TribeHired, Malaysia   OCT 2022 - FEB 2023
Marketing Consultant (Freelance)

- Advised department heads on marketing directions, aligning operations with business goals to ensure cohesive execution and measurable success.
- Developed and executed targeted marketing campaigns using Google Ads and Analytics, driving effective engagement for the client's platform.
- Collaborated cross-functionally with teams, delivering insights that aligned marketing efforts with business objectives and improved operational workflows.
- Managed and maintained the platform's database, ensuring data integrity and seamless operations.

BGC Group, Singapore   MAY 2022 - OCT 2022
B2B Digital Marketer (Full-time)

- Increased brand awareness and social media engagement by 161% according to Meta Business Suite, leveraging data-driven strategies to optimise content and boost performance.
- Generated and analysed monthly reports using Google Ads and Salesforce, translating traffic data and KPIs into actionable insights to inform business decisions.
- Utilised data insights to refine and adjust campaigns, driving consistent improvements in social media performance and alignment with company goals.
- Coordinated cross-regional marketing strategies across teams in Malaysia, Singapore and Hong Kong, ensuring seamless communication and execution in a remote work setting.

LANGUAGES

- English: Fluent
- Cantonese: Intermediate
- Japanese: Basics
- Malay: Fluent
- Mandarin: Fluent

EXTRA-CURRICULAR ACTIVITIES

- Student Representative, The University of Adelaide (TEQSA 2023 Conference)
- Student Research Assistant at REHDA Institute Malaysia
- Student Animal Shelter Volunteer at My Pets Haven, Malaysia

HOBBIES

- Futsal
- Gaming
- Gym
- Programming

TribeHired, Malaysia
OCT 2021 - MAY 2022
Social Media Coordinator (Contract)

- Led a team of content writers, developing content strategies that improved the consistency and quality of the company's blog, resulting in an increase in readership and fostering a more engaged audience.
- Managed content calendars and workflows, ensuring seamless collaboration across remote teams and on-time delivery of high-quality content, driving engagement growth.
- Integrated cross-platform marketing strategies through Facebook, Instagram, X, and LinkedIn, contributing to an increase in overall social media traffic while maintaining brand consistency and community engagement across channels.
- Monitored and analysed performance metrics, using Google Analytics to refine content and engagement strategies, which contributed to significant growth in audience loyalty and interaction.

Splenday Asia, Malaysia
FEB 2020 - OCT 2021
Talent Acquisition Executive (Full-time)

- Revamped the experience for job seekers by optimising the application process and communication strategies, which resulted in increased candidate satisfaction and positive feedback.
- Collaborated with management to refine job descriptions and selection criteria, leading to more precise and successful hiring outcomes.
- Mentored and trained the talent acquisition team, improving their performance through continuous development initiatives and hands-on guidance.

Inspidea, Malaysia
JAN 2019 - MAR 2019
Human Resources Intern (Internship)

- Contributed to process improvements within the HR department by developing systems that enhanced tracking and efficiency, leading to better management of employees and operational support.
- Designed a performance tracking system for employees, which measured progress and project completion, which contributed to promotion and salary increment decisions through data-driven metrics.
- Onboarded and trained incoming interns, providing guidance on maintaining employee records, managing HR databases, and supporting the HR department in its administrative functions.

PROJECTS

Cashu - A platform for casual jobs

- Built a full-stack web app that allows users to manage job listings as employers and job applications as employees. They are also able to rate one another based on completed job engagements.
- The platform was built with Django, using HTML/CSS and JavaScript for the frontend while its database was maintained using MySQL.