Simon Tsang

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Portfolio: https://bit.ly/Simontsang-portfolio | LinkedIn: https://bit.ly/simon-tsang-linkedin

Summary

Experienced professional with 6 years of expertise in building and managing ecommerce websites and marketing landing pages across diverse industries. Proficient in utilizing JavaScript and React.js to create interactive and dynamic web applications, along with a strong command of HTML5 and CSS3 for front-end development

Technical Skills

Software: Github, Netlify, VScode, Gitbash, Node.js Lightroom, Canva
Languages: HTML5, CSS3, Javascript ES6+
Frameworks/library: Jquery, React.js, Bootstrap, NPM
Content Management System: Wix, Squarespace, Wordpress

Projects

Project Name: SneakerStreets Ecommerce Store | GitHub Link: https://bit.ly/SneakerStreets | Project Link: https://bit.ly/3SuOYmS
Project description: SneakStreets is an ecommerce store and news aggregator for trending sneakers. It was built as a collaborative project to highlight use of React to build a web application.
I was responsible for building: Preloader, Navigation Bar, Landing page hero, registration logic and blog which utilises Gnews API
Technologies used: HTML5, CSS3, Javascript ES6+, React.js, Bootstrap, NPM

Project Name: Harmony Heal | GitHub Link:https://bit.ly/HarmonyHeal | Project Link: https://bit.ly/3w8Oc7o
Project description:The website has been developed with wellbeing in mind and aims to be a simple to use tool that can be accessed by carers or users who want to listen to different music playlists depending on how they are feeling.
I was responsible for building: building the daily quote API, CSS styling for landing page cards
Technologies used: HTML5, CSS3, Javascript ES6+

Relevant Experience

Content Management Systems

- Designed and developed numerous e-commerce platforms utilizing Content Management Systems (CMS) such as WordPress, Wix, and Squarespace, delivering bespoke websites tailored to client specifications.
- Proficient in popular WordPress builders including Elementor, Divi, and Themify to craft visually stunning and highly functional websites.
- Management of ecommerce store(LABCLO.com), a thriving e-commerce apparel store boasting an extensive inventory exceeding 600 items facilitating seamless .CSV uploads for batch edits, ensuring precision and uniformity across product listings.

Project examples:
WordPress: https://kopitiambirmingham.com/ | https://nwmkitchen.com/ | https://fullhq.co.uk/
Wix: https://www.labclo.com/ | https://www.quansfood.co.uk/
Squarespace: www.purifieduk.co.uk

Github Version control

Proficient in version control using GitHub,and managing code repositories, branching, and merging workflows. Demonstrated experience collaborating during the edX bootcamp on projects with multiple team members, ensuring seamless integration of features and resolving conflicts efficiently. Utilized Git's branching capabilities effectively to manage parallel development efforts and facilitate collaborative coding environments.

Other Experience

Marketing Manager - Full HQ Ltd - Digital Marketing Agency   *April 2020 – Current*
As the Marketing Manager I am responsible for:
Key Accomplishments:
- Designing and building over 10 responsive ecommerce websites across Wix, Squarespace and Wordpress
- Growing the business to a portfolio of over 10 clients and delivering marketing, and branding services
- Managing client websites and growing the total monthly traffic to over 20,000 visitors and generating a total revenue of over £300,000

Marketing Consultant - iBlockcube | RideEasy Snowsports | NZO Active   *December 2018 - May 2020*
Marketing Consultant in crowdfunding campaigns on Kickstarter and Indiegogo. Building launch and marketing strategies to achieve the highest amount of backers during the campaign period. All campaigns were successfully funded within 24 hours of going live.

Marketing Coordinator - Side by Side Gear   *March* **2018 - November 2018**
Side by Side Gear is a direct to consumer brand that manufactured and sold carry/bag organisers. In my role i was responsible for:
Key Accomplishments:
- Launched the influencer marketing programme which gained over 200,000 impressions on the product line up
- Introduced the "Travel Packer" to market though Kickstarter which gained over 800 backers and over £50,000 raised
- Creating the brand and and creative content strategy behind the Travel Packer

Education

edX - Skills Boot Camp in Front-End Web Development (Birmingham, UK)   **September 2023 - January 2024**
Certificate in:

- Fundamental knowledge of web development with HTML, CSS, and JavaScript
- UX design principles
- Code versioning using Git and GitHub
- Creating interactivity using jQuery and React
- Retrieving data from servers using RESTful-compliant network requests
- Foundations of object-oriented and functional programming paradigms
- Building modern web applications with Node.js and React
- Deploy web-based applications using Netlify

Learning Curve Group - **Level 2 Certificate in Understanding Coding**   **July 2023 - September 2023**
Certificate in:

- Principles of coding
- The stages of the software development cycle
- Coding terminology and the key principles of writing code
- Different coding types
- Best practices in coding
- Methods of testing and the DevOps process
- Effective communication and project management in coding

Aston University (Birmingham, UK)   **October 2012 – June 2016**
BSc (Hons) Business and Management – Achieved 2.1