VIVIEN WEE

FULL STACK DEVELOPER

CONTACT

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https://portfolio-vv.vercel.app/

Canberra, Australia

SKILLS

- React
- MongoDB
- Tailwind CSS
- Java
- JavaScript
- Android Studio
- node.js
- Python

EDUCATION

Master of computing
Australian National University

2023-2025

Bachelor of Management
Hunan Normal University

2019-2023

LANGUAGES

English ▬▬▬▬▬▬▬▬

Mandarin ▬▬▬▬▬▬▬▬

REFEREES

Wanqing Wang
TikTok Shop Partnership Manager,
United States
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INTERNSHIP EXPERIENCE

Strategy Analyst

ByteDance (TikTok Parent Company)   2023.4 - 2023.6

- Market Data Analysis: Utilized SQL for in-depth data mining to gain insights into merchant dynamics and consumer trends, supporting operational decisions. Adjusted strategies in response to market shifts, optimized merchant onboarding, enhanced product-market fit, increased conversion rates and merchant loyalty, and expanded the merchant ecosystem.

- Merchant Engagement Actions: Designed web UI and CTA elements to guide merchant participation, ensuring operations aligned with marketing strategies and merchant interests. Created six different activity pages, achieving peak merchant reach rates of 84% and execution rates of 66%, strengthening merchant retention and activity on the platform.

- Major Promotion Strategy Optimization: Optimized marketing strategies during Douyin (TikTok) e-commerce promotions, collaborating with product, technology, and marketing departments. Analyzed product categories, tailored promotions to market trends, achieving 1.9 billion incremental Page Views (157% of the goal), 357 million incremental GMV (188% of the goal), and an ROI of 2.36 (target 1.25), significantly boosting conversion rates and engagement.

- Content Strategy Execution: Developed and implemented content strategies for diverse user groups and product categories, refining content through A/B testing. Directed projects that achieved 120 million Page Views, 31.18 million GMV, and 94,000 orders over two months, enhancing user engagement and product support.

Livestreaming Operations

NetEase   2022.7 - 2022.10

- Live Broadcast Operations: Coordinated with guests, planned and executed live broadcasts, and conducted hands-on operations. Set up cameras, lighting, and other equipment, and managed real-time controls at the switcher and monitor. Leveraged data insights to guide user behavior, achieving rapid growth and increased engagement. Managed 24 live broadcasts, with the highest viewership reaching 124,000.

- Content Planning: Managed copywriting and layout for a major public account, achieving a daily net increase of over 8,000 followers. Promoted weekly community scripts, expanding user reach by over 4,000. Implemented traffic redirection strategies for live broadcasts, creating events with peak reservations of 13,000.

- Live Broadcast Operations: Coordinated with guests, planned and executed live broadcasts, and conducted hands-on operations. Leveraged data insights to guide user behavior, achieving rapid growth and increased engagement. Managed 24 live broadcasts, with the highest viewership reaching 124,000.

- Growth Analysis: Analyzed user profiles and behavioral data, reviewed topic and copywriting effectiveness, identified growth opportunities, and optimized conversion rates and sales. Compared product matrices of similar broadcasts, identifying core issues and empowering solution development.