

# TIFFANYCHENG

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## Education

**B.S. Digital Media, eMedia**  
University of Houston Houston,  
TX | May 2016

Minor: Organizational Leadership and  
Supervision

## Skills

HTML(5)

CSS(3) with preprocessors  
LESS, Scss

Javascript  
Vanilla, JQuery, Angular

Java/C++/OOP

PHP

SQL

## Competences

**Adobe Creative Suite**

Ps, Ai, Id, Pr, Xd, An, Acrobat Pro

**Responsive Frameworks**

Twitter Bootstrap, Material, Foundation

**Task Automation**

Node.js, npm, grunt

**Content Management Systems**

Kentico, Magento, Wordpress

**Customer Relationship  
Management**

HubSpot, Salesforce + Pardot

**Google Analytics and AdWords**

**Kanban boards**

**Project Management**

Lean Six Sigma yellow belt, Kanban  
boards, JIRA Redmine

Github and Gitbash

Mandarin Chinese

## Experience

**Digital Specialist**

Corporate Marketing and Communications

[Weatherford International](#)

Houston, TX | August 2017 – Present

Develop web applications to suit internal client needs for internal and external,  
revenue-generating campaigns and presentations

Work with corporate branding and lead designer to create meaningful wireframes  
and UI designs before the start of development

Manage marketing automation through Pardot and lead capture and scoring  
through Salesforce

Administer main website through Kentico CMS; train and provide support for  
product line marketing content editors and graphic designers

**Social Media Manager**

DQ Salon Katy

Houston, TX | April 2017 – Present

**Visual Designer**

[ServerMonkey.com](#), LLC

Houston, TX | July 2014 – August 2017

Designed and developed responsive sites and landing pages using HTML/CSS/JS  
with Bootstrap, JQuery, and LESS from wireframe to mockup to production

Handled UI/UX improvement and bug fixes with a focus on interactivity

Managed product pages in Magento creating templates, taking and editing photos

Created graphics, logos, and branding

Aided in all other marketing activities using self research, working with CEO, VP,  
creative director, web developers, subject matter experts, and sales department

**Campus Ambassador**

Mosaic Sales Solutions

Houston, TX | Aug 2013 – Dec 2014

Recruited for clients, such as Samsung and Microsoft, on site and using various  
media; gained over 180 applicants and placed 26 students into open positions

Self managed time, planned and coordinated all events, reporting back to regional  
manager through weekly Skype or phone meetings

Was awarded top ambassador of the week

Developed flyer templates for all Campus Ambassadors nationwide

**Accounting Analyst/Customer Service Representative**

New Era Life Insurance

Houston, TX | Sept 2008 – July 2010