Mavis Ma

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EDUCATION

RMIT University	**Melbourne, VIC**
Master of Information Technology	Mar 2018 - Dec 2019

Coursework: Database Concepts, IT Infrastructure and Security, Usability Engineering, Advanced Programming, Data Mining, Software Engineering Fundamentals, Cloud Computing, Algorithms and Analysis, Software Engineering Project Management, Cloud Security

Hubei University	**Wuhan, China**
Bachelor of Computer Science and Technology	Sep 2007 - Jun 2009

TECHNICAL SKILLS

Programming: JavaScript, HTML, CSS, Java, PHP, Bootstrap, React, Vue.js, Node.js
Databases and Services: MySQL, MongoDB, Google Cloud
Software and Tools: WordPress, Wix, SEO, Microsoft Office 365, Adobe Photoshop, Adobe Illustrator
Soft Skills: Agile development, Exceptional communication, Teamwork and Leadership, Time management, Decision-making, Critical thinking, Creativity and Adaptability

PROFESSIONAL EXPERIENCE

Astra Education Group Pty Ltd	Melbourne, VIC
Software Engineer	Dec 2019 - Jan 2024

- Developed and launched pixel-perfect sites and portals from design using HTML, CSS, JavaScript, and WordPress, ensuring alignment with client specifications.
- Maintained websites and provided client support on their requests, which included content optimisations, demonstrating strong customer service and technical skills.
- Devised and executed system administration, server hosting support, and account management strategies to secure and streamline operations.
- Engineered technical SEO strategies and deployed Google Ads management and publishing to enhance brand visibility and online presence.
- Collaborated within the team to diagnose and troubleshoot various websites for the critical client.
- Directed and managed clients' social media accounts, operated digital content, and published promotions to engage with broader audiences.

Achievements:
- Created interactive and dynamic websites that guaranteed high traffic and maximised user experience, resulting in a 40% increase in client reservation volume.
- Optimised HTML, JavaScript, and CSS web pages to boost performance for faster loading and browsing.
- Amplified the brand's ranking in Google search results from approximately 40th to the top 10, consistently maintaining a first page ranking for relevant keywords.
- Advanced platform exposure by 22% through effective digital content management and promotional strategies.

Hubei Haide Software Technology Co., Ltd.	Wuhan, China
Sales Engineer - Restaurant & Retail POS System	Nov 2014 - Jan 2018

- Led POS system deployment, maintained client relationships, refined sales processes, enhanced adaptability through collaboration, boosting sales by 32%.
- Enhanced adaptability and customer satisfaction by integrating feedback, doubling client numbers annually.

Achievements: Annual Best Distributor for Year 2016 - 2017

Wuhan Admiral Technology Co., Ltd. (AOC Brand)	Wuhan, China
Sales Assistant	Oct 2009 - Apr 2013

- Developed visual marketing, tracked sales progress, enhancing product appeal and sales efficiency.
- Organised meetings, collaborated cross-departmentally, executed sales activities, achieved targets, created customer order management software, improving service quality.

OTHER SKILLS AND INTERESTS

Languages: English, Mandarin
Interests: Photography, Cooking, Planting, Singing