

# Mavis Ma

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## EDUCATION

<b>RMIT University</b> Master of Information Technology <b>Coursework:</b> 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	03/2018 - 12/2019 Melbourne, VIC
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## TECHNICAL SKILLS

**Programming:** JavaScript, HTML, CSS, Java, PHP, Bootstrap, React, Vue.js, Node.js  
**Databases and Services:** MySQL, MongoDB, Google Cloud  
**Software and Tools:** Git, WordPress, Elementor, Wix, SEO, Microsoft Office Suite (Word, Excel, PowerPoint, and OneNote), Microsoft 365 Admin, Adobe Creative Suite (Photoshop, Illustrator), CapCut

## PROFESSIONAL EXPERIENCE

<b>Software Engineer</b> Astra Education Group Pty Ltd. <ul style="list-style-type: none"><li>Engineered and launched pixel-perfect websites and portals using HTML, CSS, JavaScript, WordPress, and Wix, ensuring alignment with client specifications. Increased client satisfaction scores by 25% and reduced project turnaround time by 20%.</li><li>Executed comprehensive content optimisations across clients' websites, resulting in a 35% increase in user engagement. Ensured timely resolution of client issues with a strong focus on customer service.</li><li>Engineered and deployed innovative account management and server hosting support strategies, securing operations and cutting system downtime by 45%, directly contributing to a 20% productivity increase.</li><li>Implemented advanced SEO strategies that elevated website traffic by 44%, pushing the company website to the top 10 of search engine results for key terms.</li><li>Deployed strategic Google Ads campaigns, achieving a 38% rise in conversion rates and a 22% growth in online engagement.</li><li>Coordinated with team members to identify and fix website issues for a critical client, resulting in a 30% decrease in user complaints and a 50% improvement in site reliability.</li><li>Led a team to create engaging social media content, perform basic video editing, and design graphic content to enhance brand presence and service recognition, resulting in an 18% increase in four to five-star reviews within three months.</li></ul>	12/2019 - 01/2024 Melbourne, VIC
<b>Sales Engineer - Restaurant &amp; Retail POS System</b> Hubei Haide Software Technology Co., Ltd. <ul style="list-style-type: none"><li>Directed the deployment of an advanced POS system across 68 client sites; resolved implementation issues and optimised sales strategies, driving a 32% year-over-year increase in sales revenue.</li><li>Created a structured feedback system, systematically gathering and applying client suggestions to refine system features and support processes, which led to a perfect 100% annual client retention rate.</li><li>Awards/Recognitions: Best Distributor Award for two consecutive years (03/2015 - 03/2016; 07/2016 - 07/2017).</li></ul>	11/2014 - 01/2018 Wuhan, China
<b>Sales Assistant</b> Wuhan Admiral Technology Co., Ltd. (AOC Brand) <ul style="list-style-type: none"><li>Designed visually captivating marketing materials and implemented a robust sale tracking system, enhancing product appeal by 40% and achieving a 22% increase in annual sales efficiency.</li><li>Coordinated bi-weekly meetings with four departments, fostering collaboration that led to a 15% increase in sales efficiency and achieved quarterly targets ahead of schedule by 20 days.</li></ul>	10/2009 - 04/2013 Wuhan, China

## SKILLS AND INTERESTS

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