

Xiuli Murphy Xue

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[LinkedIn](#) | [GitHub](#) | [Portfolio](#)

Personal Statement

Dynamic and innovative professional with 4+ years of invaluable hands-on experience in Digital Marketing, Front-end Web Development and Process Automation. Seeking a change in gears back to my first inspiration of IT where I can utilize my problem-solving and software programming expertise.

SKILLS

Languages: JavaScript, TypeScript, HTML, CSS, MySQL, C#

Framework & Technologies: React.js, Node.js, JSON, Bootstrap, Redux

Tools: Git (Source Tree), GitHub, Agile, VS Code, WebStorm

WORK EXPERIENCE

Marketing & Web Content Producer Charter Australia Pty. Ltd. 10/2020 – 04/2022

- Identified meaningful aspects and key messages for all of Charter's education services to achieve a successful and valuable web presence.
- Developed and analysed search engine optimization (SEO) in cross-browser and comparison
- Website management including copywriting and updating content, restructuring and optimize websites
- Liaising with software vendor aXcelerate on API implementation and monitoring daily operations

Marketing officer Unisense Media Pty Ltd 07/2017 – 03/2020

- Performed marketing tasks including SEO and managed digital marketing accounts across multiple social media platforms.
- Maintained official website based on WordPress, copywriting and updating content.
- Rebuilt the company-owned brand website based on Shopify: involving the webpage conceptual modeling and prototype, testing and implementing the blueprint with digital agency.

PROJECTS

Charter Education & Training url: <https://www.charter.edu.au/>

- Restructured Charter's website via integrating Social Media platform Google/Youtube/Facebook and implementing Student Management System (aXcelerate) API which improved overall enrolment experience and student engagement.

aXcelerate

- Maintained aXcelerate (Student Management System) API which connects directly to CRM software, and allowed both read and update of data throughout the student lifecycle.

VK6 Beauty Essence url: <https://vk6.com.au/>

- Rebuilt the website for this brand. Improved the style based on the design and fix bugs and conflicts due to theme upgrade. Increased sales by 70%.

unisense.com.au url: <https://www.unisense.com.au>

- Led the WordPress-based website reskin project, helping install new themes and move content from the old theme to the new one, greatly improved the UI of the website.

HR system App url: not live yet, <https://github.com/xiulixue/MobileAppReactNative>

- Developed a ROI HR system, a React-based web application, designed UI for cross-platform on Canva and developed base on the design using React Native.

EDUCATION

- **Diploma of Information Technology** 01/2022 - Present
TAFE Petersham, Sydney, NSW, AU | Major: Advanced Programming
- **Certificate IV of Information Technology** 07/2022 - 12/2022
TAFE Petersham, Sydney, NSW, AU | Majors: Programming
- **Bachelor of Engineering** 09/2010 - 10/2014
Chongqing University, China | Major: Engineering Management