

Xiuli(Murphy) Xue

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Sydney, NSW | Australian Permanent Resident

LinkedIn: <https://www.linkedin.com/in/xiuli-xue/>

GitHub: <https://github.com/xiulixue>

Portfolio: <https://xiulixue.github.io/myportfolio/>

Objective

Experienced digital marketer and web content producer turned Front-End developer with 1+ years of expertise in implementing and maintaining responsive websites, proficient in modern web technologies including HTML, CSS and JavaScript, with powerful libraries and frame background. Seeking a junior FE developer role where I can utilize my problem-solving and programming skills.

SKILLS

JavaScript, React.js, HTML, CSS, SASS, MySQL, C#, MongoDB, Node.js, ASP.NET, Bootstrap, WordPress, Shopify, Git (Source Tree), GitHub, Agile, AWS

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.
- Website management including copywriting and updating content, restructuring and optimize websites
- Liaising with software vendor of aXcelerate on API implementation and monitoring daily operations

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

- Performed various 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.

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

- Rebuilt the website based on Shopify, improved the style based on the design and fixing 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.

EDUCATION

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

LANGUAGE:

English: Working Proficiency
Chinese: Native Speaker

REFERENCES:

Available upon request.