

ZACK LIM ZHENG QUAN

SOFTWARE ENGINEER

MAIN OBJECTIVE

I am a Full Stack Software Engineer with proven expertise on multiple projects who has a strong passion for Dynamic Development and high quality codes.

I aspire to be associated with a dynamic development team that allows me to utilise my skills.

CONTACT DETAILS

Github Portfolio: [zqlimy.github.io](https://github.com/zqlimy)
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SKILLS

REACTJS	ADOBE PS, PP, AE
NODEJS & EXPRESS	GOOGLE ADS
MONGODB	GOOGLE WEBMASTER TOOLS
POSTGRESQL	AHREFS
PYTHON	SEMRUSH

EDUCATION BACKGROUND

General Assembly

SOFTWARE ENGINEERING IMMERSIVE | 2019 - 2020

Learned the most used programming languages, platforms, and practices:

NodeJS, ReactJS, MongoDB, SQL, Ruby on Rails, CRUD, RESTful APIs, jQuery, SASS, and more.

Enhanced my knowledge about HTML & CSS.

Adapted to the steep learning curve of the programme.

Murdoch University

BACHELOR OF DIGITAL MEDIA | 2015 - 2017

Major in Web Communications and Public Relations

Ngee Ann Polytechnic

DIPLOMA IN BUSINESS AND ACCOUNTANCY | 2010 - 2013

PROJECTS

SMDb ([Link](#))

- ReactJS & MongoDB Movie Lookup and Database that allows users to search for movies and save them as favourites. SMDb relies on external APIs to display instant results based on the user's input.

TLGRM Analytics ([Link](#))

- ReactJS & PostgreSQL Analytics platform for administrators to keep track of data of their Telegram Groups or Channels. Admins will be able to export charts and view members, messages, & media.

From F9 to A1 ([Link](#))

- Javascript & jQuery Mathematics game targeted at primary school students. This app mimics a single page application with different "states" and "components" that controls what the user sees with CSS.

Sorting Visualiser ([Link](#))

- ReactJS app that helps to visualise sorting algorithms including Quick, Merge, Heap, Insertion, Bubble, Cocktail, Selection sort.

Bibliodome ([Link](#))

- RESTful CRUD Online Book Library that allows users to search for books and rate them. Their ratings will be available to the public and can be edited or deleted.

EXPERIENCES

MediaOne Business Group

SOFTWARE ENGINEER - 2020

- Developed high impact apps that greatly improved sales productivity - one that generates a sales report based on the users input which fetches data from SEMRush, SEORevTools, and Mangools putting together a strong and highly converting SEO proposal.

- Built a Keywords Predictive app for that checks for rankability based on several trusted coefficients such as DA, PA, LPS, Links, Social Score, TF, CF, from sources such as Mangools, Moz, Facebook, and Majestic. This app also features quick compilation and exports that has made favourable impacts and is especially helpful in the midst of a high value sales presentation.

SEO MANAGER | 2017 - 2020

- Managed at least 150 SEO campaigns at any given time.
- Revamped processes to adapt to the ever-changing SEO landscape.
- Set up and implemented new frameworks for the company:
 - Migrated and automated campaign tracking to Monday.com.
 - Automated Purchases from Vendors.
- Automated the reporting process.
- Automated campaign tracking [via G Sheets].
- Created a comprehensive website audit process.
- Dedicated Consultant for DirectAsia and Guardian.
- Promoted 3 times in 2 years to
- Awarded MVP 2018.