

JEREMY ZHONG

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ENTREPRENEUR EXPERIENCES

- 2011 - Present **PPV Affiliate Marketer** (*Online Advertising*)
- Analyzed and created over 600+ affiliate campaigns with net revenue of \$3,000 per month; achieved under 24 months for less than \$1,000
 - Automated over 600+ campaign bidding/reporting process to outbid other competitors daily – saved an estimated \$2K per month
- 2009 - 2011 **SEO Affiliate Marketer**
- Implemented on/off site optimization – Successfully optimized one affiliate campaign to secure first page listing on Google; yielding \$1,500 revenue within 6 months on a \$300 budget spending

INTERNSHIP EXPERIENCE

- May 2014 – Aug 2014 **RAKUTEN ASIA PTE. LTD**
Japan's Largest e-Commerce Site
Mobile & Web Developer/Designer Intern
- Developed & optimized mobile/web pages that generated over \$41,779 within 2 months
 - Analyzed & optimized new initiatives to improve CTR/CVR on underperforming sites
 - Automated employees' workflow across various departments, allowing them to focus on higher-value income-generating tasks

EDUCATION

- 2011 – Present **Singapore Management University.** Candidate for Bachelor in Information System Management with second major in Advance Business Track. (Current GPA 3.76 / 4.00). SMU Scholar, Dean's List
- Expected Date of Graduation: April, 2015
- 2006 – 2008 **Temasek Polytechnic.** Diploma in Info-Communications: Merit Award (GPA 3.80 / 4.00). Dean's List

ACHIEVEMENTS

- 2013 – 2014 **BEST INTERACTION & BEST VISUAL DESIGN PROJECT – SMU IS306 MODULE** (*1 of 22 Teams*)
Project for Interaction Design and Prototyping Module
Lead Developer & Project Manager
- Prototyped & developed an application to address a real-life problem within 3 months
 - Responsible for conducting web experiments to further enhance interaction & usability of application
- 2012 – 2013 **BEST PROJECT MANAGEMENT – SMU IS480 MODULE** (*1 of 24 Teams*)
Final Year Project for Standard Chartered Bank
Project Manager
- Managed a team of 5 to deliver a fully functional Mobile Helpdesk Application within 6 months
 - Responsible for fully automating website regression testing with Selenium Java, resulting in a bug-free application
- 2011 – 2012 **CHAMPION for CodeXtremeApps '2012** (*1 of 60 Industry Teams*)
24-Hour Coding Marathon (*Open-Industry Category*)
Lead Programmer
- Developed a multi-language human translator for Web and iOS Devices
 - Presented to a stage audience of 1,000 elderly during IDA Silver Infocomm Day 2012

CO-CURRICULUM ACTIVITY

- 2012 – 2013 **Vice-President** of SMU Information System Society (SISS)
- Elected among 1,000 students to represent student's wellbeing. Managed a team of 12 to successfully organize 15+ company networking & welfare events

TECHNICAL SKILLSETS

Web/Mobile Development: Bootstrap, Wordpress CMS, Photoshop, PhoneGap, Sencha Touch | **Web Automation:** Selenium JAVA | **Analytics:** Tableau, D3.js | **Movie Making:** Sony Vegas 7, iMovie

PROGRAMMING LANGUAGES

Proficient in **JAVA**, JSP (JAVA SE 7 Programmer Oracle Certified). Knowledge in HTML, CSS, Javascript, C#, PHP, VBA

LANGUAGES

English (Proficient), Mandarin (Conversational), Bahasa Melayu (Basic Conversational)

PERSONAL INTERESTS

Automating web processes; competitive gamer; enjoys water sports; avid reader of personal development & business books