

Tom Zhang

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Work Experience

- Web Developer and Digital Marketing Executive, Lighthouse (UK) Ltd June 2022 to ongoing
- Design new websites using Figma
 - Develop new websites for UK and EU locations using WordPress
 - Manage dedicated server, configure DNS records, set up http security headers and SMTP
 - Develop bespoke plugins such as pay-on-account payment method and minimum cart amount
 - Develop software license key request form, which automatically display the matching license key
 - Test and debug using browser-based tools
 - Improve website SEO using Semrush, Google Analytics and Search Console
 - Improve website conversion rate with heatmaps and A/B testing
 - Manage paid advertising campaigns with Google Ads, analysis performance metrics for continuous improvement and optimise PPC landing pages for conversion
 - Web scraping for lead generation
 - Email marketing and content marketing
 - Optimise website accessibility and usability to meet WCAG AA standard
 - Use AI/LLM for coding, content and file editing to improve efficiency
 - Edit images and videos
 - Use SQL to export specific user data from old website and also insert data to license key request table (such as date and time for each license key activations, number of times each license key has been activated)
- Web Developer and Order Fulfillment, Allens Performance July 2021 to June 2022
- Fix bugs left by the previous developer and improve website
 - Improve website performance (setting up object cache) and reduce bounce rate
 - Export and import products in bulk using CSV
 - Set up and test website plugins
 - Provide support for any technical issues
 - Process orders and contact customers of any issues
- Web Administrator, The European Association of Taiwan Studies Feb 2016 to June 2022
- Manage all aspects of the website, including publishing, updating and managing content
 - Design and create registration and payment forms (for conference and membership) with automatic email notification using Google Apps Script
 - Use Google drive and Google admin console to manage members and files
 - Process spreadsheet data using advanced formulas
 - Redesign website and migrate website to save cost
 - Set up online conferences using Google Meet and provide technical support
- IT Teaching Assistant, Workers' Educational Association Oct 2018 to Jan 2020
- Deliver teaching activities to adults on a one to one basis
 - Guide and monitor students' progress
 - Provide detailed feedback to the teacher on students' progress

Technical Skills

Languages: HTML, CSS, JavaScript, TypeScript, PHP, SQL

Software: Visual Studio Code, Photoshop

Education

The University of Nottingham 2010 to 2014

BSc Physics with Theoretical Physics (2:1)

Hobbies and Interests

I have a keen interest in technology

References available upon request