
Connie Bao Han Luu

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Skills

TECHNICAL

- Platforms: WINDOWS STARTER/ENTREPRISE/PROFESSIONAL/ HOMEPRENIUM/7/8, FEDORA, UBUNTU, UNIX, Mac OSX Yosemite/ El Capitan
 - Programming: SQL, JAVA, UNIX shell script, MySQL, C++, C#, Ruby/RubyGem, PHP
 - Web Languages: HTML, CSS/Sass, JavaScript, ReactJs, XML.
 - Packages: Visual Studio Code, Atom, Sublime Text, iterm, Microsoft Office, Visio, TextPad, Eclipse, NetBeans, Notepad++, Visual Studio, Github, Gitkraken, Middleman, Litmus Framework, DreamWeaver, Filezilla
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Experience

Aldo Group - Email Campaign Coordinator

April 2017 - PRESENT, Saint-Laurent, Quebec

- Manage the email deployments for all of ALDO Group's banners (Aldo and Call it spring).
- Manage the Salesforce Marketing Cloud (Exacttarget).
- Build automation to facilitate the customer experience and the flow of information through multiple platforms.
- Leverage Ampscript to create dynamic templates/emails.
- Simplify the personalization of email campaigns to increase the benefits of segmentation.
- Optimizing Planogram and Products database.
- Executed various digital marketing projects for the ALDO brand in North America.
- Oversaw content and digital asset development for emails and website by working closely with graphic designers and front end developers
- Coordinated with the e-commerce merchandising team to ensure various digital channels featured appropriate product.
- Worked in close partnership with the customer relations management (CRM) department to leverage the ALDO email database, optimize campaigns and develop testing strategies to maximize sales.
- Established hard deadlines and tracked timelines to ensure accurate deployments.
- Delivered QA and proofing of content across digital platforms and devices.
- Training new employees overall email deployment.

Aldo Group - Freelance Front-End Developer

December 2015 - April 2017, Saint-Laurent, Quebec

- In charge of Aldo Newsletter Development
- Maintain layout of the Aldo website for both desktop and mobile using HTML, CSS/Sass, Slim and Ruby, ReactJS.(In collaboration with Marketing and Web Designer)
- Creating Newsletters daily using an automated system through HTML/CSS, .slim template, middleman and more. (In collaboration with CRM and designers)
- Optimize Newsletters system into a Responsive Newsletter to accommodate all devices.
- Optimizing Planogram and Products database.
- Developing and Managing new systems and projects using AngularJS, html/css and Google App Script.
- Training new Interns.

Aldo Group - Intern Front-End Developer

August 2015 - December 2015, Saint-Laurent, Quebec

Responsibilities

- Coding Newsletter manually for Call-it Spring(One of the brand at Aldo Group) with html/css

- Optimizing Online Planogram and PSS

Accomplishments

- Created the automatic system newsletter for Call-it Spring. The system generates the code for three different languages Canada English, French and United State. Also, it generates the tracking code, title, logos, shipping, promotion and other informations that are added on the google spreadsheet by the marketer. The Images are done by the designer at Call-it Spring also generated accordingly by their language. All done through Ruby, RubyGem, SASS template, html/css, Middleman, item, FTP server, google analytics and Litmus framework.

- Created Online Planogram to consult and facilitate presentation for designer, marketer and merchandiser. The project contains different structures of the dynamic website pages. It pulls automatically the products, headers, supporting and call-to-action button that are provided by the merchandiser from the PSS (spreadsheet that contains all products, style, color, retail prices and more from different countries). Designer can also input their ideas and design of the pages. All done through google spreadsheet and all built-in google functions.

Education

Vanier College - D.E.C. Computer Science Technology

August 2012 - December 2015, Saint-Laurent, Quebec

Volunteer

Open House at Vanier College

Volunteering to represent Computer Science Technologie and Computer Science with Mathematic program.

We work in a kiosk where we answer all questions related to the programs, stage and opportunities from curious parents and students that wants to join. We also give a very small tour of the labs and section of the program.

Participants Programmer at DIRO from University of Montreal

Recreate one of the most iconic video game experiences: level 1-1 from the first Super Mario Bros. game. DIRO will be providing the team with a simple, compact, and easy to understand code base that'll allow the team to jump right into the action: the team will get to code the player, enemy, and level graphics, user input, physics, and animations (smashing blocks!). Teams will compete against the clock to add as many features as possible, with the ultimate goal of finishing a fully playable version of the first game level. Winners will be considered for a full 1-year scholarship in the DIRO's Computer Science