



# TRAM PHAM

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## ABOUT ME

I have broad experience in web development/design working for organisations like Australian National University (ANU), Pullman Hanoi hotel, non-profits (RiverTracks and CoreEthics) and ecommerce (Thai Duong Gia).

Recently working as a Web Officer at the ANU creating HTML emails (EDM), web pages/content, photography, video editing and graphic design. I have good skills and knowledge building front ends and interactions with HTML, CSS and JavaScript.

I am straight-forward, collaborative, attentive to detail and able to build lasting relationships to deliver quality and timely outcomes. My skills and experience are complimented by my studies at Charles Sturt University (Graduate Certificate in Information Technology).

## EXPERIENCE

### Australian National University (CBE and CAP)

#### Web Officer

July 2022 - December 2023

- Support the design and layout of CBE communication material for print and digital. This includes HTML emails, web pages, display screens, web elements and social channel material.
- Making sure HTML/ CSS follow modern best practices - semantic, maintainable, responsive, and accessible (utilising WCAG standards and ARIA). For example, checking the colour contrasts, keyboard navigation, etc.

- Using Drupal to update the website content and customising HTML, CSS, and JavaScript so that it works across browsers (Chrome, Safari, etc) and devices.
- Assisting junior staff and providing documentation for solutions for common problems and handover guides.

## RiverTracks

### Web developer - Volunteer

March 2022 - November 2022

- Website redesign of existing WordPress to be modern and mobile friendly. Gave consultation and best practice. Involved in analysis and created a website review of the current state and future state of the website.
- Reviewed and gave suggestions on website accessibility and information architecture - for example changing the colour contrast since it did not meet WCAG standards.
- Please visit: [rivertracks.org](https://rivertracks.org)

## Corethics

### Web designer - Volunteer

March 2022 - July 2022

- Created new page layouts and content using NationBuilder content management system.
- Optimised images to be responsive, mobile friendly and smaller in size to improve page speed. - Integration with third party shopping cart product.
- Worked effectively with a team of four other web designers. Additionally assisted new team members with onboarding.

## Thai Duong Gia., JSC

### Web designer/ Marketing officer

July 2018 - July 2022

- Web design/ Web development: Replace existing ecommerce website from DotNet Nuke to WordPress WooCommerce. This involved all phases from the software development lifecycle.
- Gather requirements and analysis of the existing system
- Overall and detailed design of the website – making it more modern, improving usability. For example better navigation and site structure.
- Customised website to fit with overall guideline/ design system – this involved custom CSS and JavaScript
- Testing of the site before go live.

- Web admin: managing the content and images of company's website.
- Graphic Design: design collaterals for promotional programs (digital and printing).
- Social media pages: managing, creating content and images for the company's Facebook and Instagram.
- Email newsletter/ EDM (Mailchimp) : handling content, images and database segments.
- Please visit: [thaiduonggia.vn](http://thaiduonggia.vn)

### **Pullman Hanoi hotel - AccorHotels**

#### **Assistant Marketing and Communication Manager**

Dec 2013 - July 2018

- Web admin: managing the hotel's website (web content, images, video).
- Social media pages: managing the content (Facebook, Twitter, and Instagram).
- Email newsletter/ EDM (Mailchimp): handling content, images and database segments.
- Photography: take photos for promotional programs or events.
- Brand guidelines: making sure all collaterals and images adhere to the latest brand guidelines.

## **EDUCATION/ TRAINING**

### **Charles Sturt University (Australia)**

**Graduate Certificate in Information Technology (GPA 6.5)**

2020 - 2021

### **Meta Front-End Developer Professional Certificate**

2024

### **Saxion University of Applied Science (The Netherlands)**

**Diploma of Facility Management**

2008 - 2009

### **Hanoi Open University (Vietnam)**

**Bachelor Business Administration**

2004 - 2008

## SKILLS



- HTML, CSS/ SCSS, JavaScript, Bootstrap and React.
- CMS: Drupal, Flatsome, NationBuilder
- WordPress customisation
- Responsive Design
- Python
- SQL, Database Design
- UML, Object Modelling
- Website administration



- Mailchimp



- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Outlook.



- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Photography

## REFEREE

- **Yanhong Ouyang** (supervisor)  
Coordinator  
Regional Institutes, Partnerships and Engagement (ANU College of Asia & the Pacific)  
[yanhong.ouyang@anu.edu.au](mailto:yanhong.ouyang@anu.edu.au)
- **Simon Petocz** (supervisor)  
Web Coordinator  
Communications and Events (ANU College of Business and Economics)  
[simon.petocz@anu.edu.au](mailto:simon.petocz@anu.edu.au)
- **Jemima Wood** (co-worker)  
Senior Communications Officer  
Communications and Events (ANU College of Business and Economics)  
[jemima.wood@anu.edu.au](mailto:jemima.wood@anu.edu.au)

# APPENDIX

Highlights of my work will be showcased in the next pages

## MY WEBSITE

This is my own website created to showcase my skills in web design and web development. Please visit: [trampham.net](http://trampham.net)

## ANU COLLEGE OF BUSINESS AND ECONOMICS (CBE)

### Electronic Direct Mail Marketing (EDM)

Creating e-newsletter using HTML and CSS.

**Australian National University**  
ANU College of Business and Economics

### Men's self-care

Men's mental-health challenges are often compounded by a perceived expectation that they should hide their emotions and not talk about their feelings. These social norms make it difficult for men to acknowledge that they're struggling and reach out for help.

Focusing on self-care is a great way to maintain physical and mental health, and reduce the likelihood of feeling sick or overwhelmed.

Men, and all of us, can embrace self-care by implementing the tips below, and finding out more about the benefits and helpful resources available.

### Self-care tips

When we take care of our bodies, we take care of our minds. There are three essential areas to focus on.

- 1. Prioritise regular physical exercise**  
Feeling physically fit and healthy is great for mental health. It improves feelings of self-esteem and reduces feelings of depression and anxiety.
- 2. Enjoy a balanced diet**  
When you eat well, you feel well. Try cutting out fast foods and processed snacks, and eat a wide variety of foods in moderation—fewer carbs and sugars, and more vegetables.
- 3. Get more sleep**  
Sleep is as essential to our health as regular exercise and a balanced diet. Despite this, most people don't get enough of it. Feeling tired can reduce your resilience to dealing with any challenges.

### Do what makes you feel good

Self-care also includes taking time out to do the things you enjoy, talk things through, or just reflect on how you are feeling.

**Find and do things you enjoy**  
There's more to life than work. Hobbies and sport are not just a good break, they broaden our identities and enhance self-esteem.

**Be social**  
Playing sport, keeping hobbies, spending time with family, catching up with friends, even joining a club or volunteer group such as Men's Shed, keep us connected and avoid feelings of loneliness.

**Talk to someone**  
It can be hard but talking about your problems with someone you trust can really help to relieve stress. You can blow off steam, release negative emotions, and get some advice and perspective.

**Take time out**  
Find a few quiet minutes a few times a week, to reflect on how you are feeling and identify what might be contributing to any negative feelings.

Contact  
tr.cbe@anu.edu.au  
cbe.anu.edu.au

The Australian National University, Canberra  
CRICOS Provider 00120C  
ABN 52 234 063 900

Image credit: freemalcom, shutterstock.com

**Australian National University**  
ANU College of Business and Economics

**Thank you for your interest in The Australian National University (ANU) College of Business and Economics (CBE).**

Our programs cover a wide range of subject areas. Find out more about studying:

- Accounting
- Actuarial Studies
- Economics
- Finance
- Management
- Business Information Systems
- Statistics

**UNDERGRADUATE PROGRAMS**    **POSTGRADUATE PROGRAMS**

**Need help or advice?**  
Book a virtual appointment to speak with one of our student advisors and learn more about our programs, admission requirements, application process, and more.

**ANU Chancellor's International Scholarship**  
We are excited to announce the ANU Chancellor's International Scholarship for high-calibre international students who apply to study at ANU from Semester 1, 2023. The scholarship will award 25 per cent or 50 per cent tuition fee reductions for the program duration. Find out more about the [eligibility, requirements and selection process](#).

**Ready to apply?**  
For more information on how to start your application, visit our [International Applications page](#).

Contact  
International.cbe@anu.edu.au  
cbe.anu.edu.au

The Australian National University, Canberra  
CRICOS Provider 00120C  
ABN 52 234 063 900

You are receiving this email because you completed a feedback form about the CBE Virtual Tour. If you do not wish to receive future emails from us, please unsubscribe. Malcolm's eLearning Society is available on their website.

Photo credit: The Australian National University

# Graphic Design



Engage in interactive workshops in finance, economics, accounting, and business management with our expert academic staff. Meet our current students and tour the vibrant ANU campus to get a taste of what it's like to be a student at ANU!

Year 11 students who are interested in further study in the fields of business and economics are invited to attend this event\*.

To find out more and register, visit:  
[cbe.anu.edu.au/ExperienceDay](http://cbe.anu.edu.au/ExperienceDay)

\*This event is complimentary for Year 11 students. Please note there is a limit of 50 places for students across all ACT and NSW schools. Each student must register online and make their own way to and from campus.

**Experience business and economics at ANU**

**26-27 SEPTEMBER**

Visit the ANU Campus and experience what the ANU College of Business and Economics has on offer.



Australian National University

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CRICOS Provider #00120C



**Season's greetings**


from the ANU College of Business and Economics



CRICOS #00120C

# Social Media

Support creating social media materials.

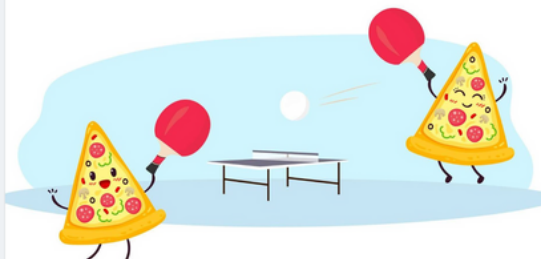


Is the semester nearly over already? 🍕

Join us at our end-of-semester pizza lunch to celebrate!

📅 Thursday 27 October, 1-2pm (AEDT) | In person

👉 See more




There's still time to register for our upcoming public lecture: Forecasting the future and the future of forecasting, presented by Professor Rob Hyndman FAA FASSA.

Some things are relatively easy to forecast and some are unpredictable. How can we forecast the daily electricity consumption for the next week with remarkable precision, but we cannot forecast daily COVID-19 cases with the same accuracy?

In his presentation, Rob will discuss the conditions we need for predictab... See more




**PUBLIC LECTURE**

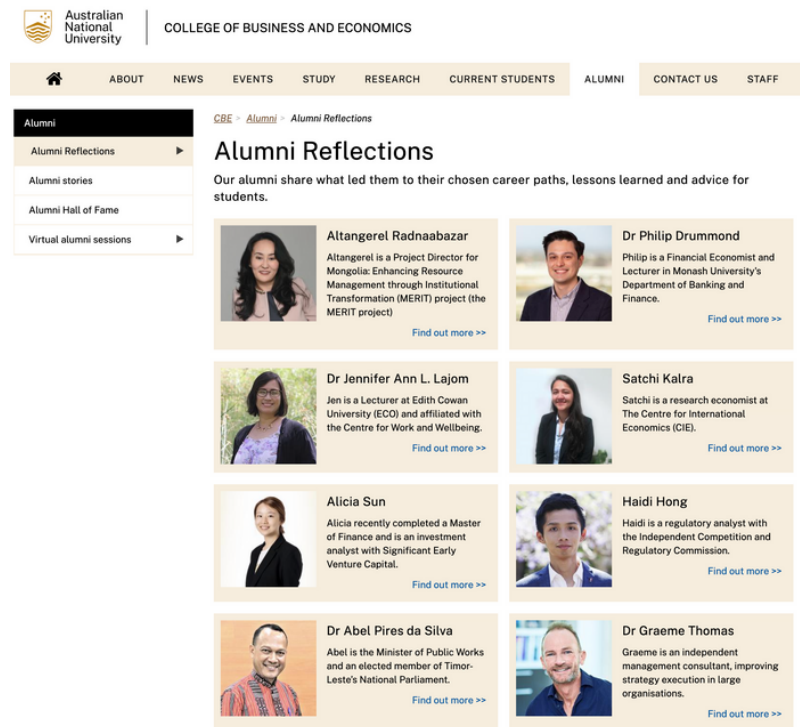
Professor Rob Hyndman  
 FAA FASSA

**Forecasting the future and the future of forecasting**

Tuesday 8 November, 5.30-7pm (AEDT)

## Website

Updating website (Drupal).



## Photography

Taking photos for event, staff's headshot and student's headshot.

