

Ecommerce, Website design, Digital Marketing

With experience across diverse industries, I specialize in e-commerce, web design, and digital marketing with a customer-first approach. I'm currently advancing my SEO and analytics expertise to create compelling digital experiences that drive engagement and conversion.

CAREER & WORK EXPERIENCE

May 2025 - July 2025 - Storm online Marketing & Branding Manager (contract)

****Digital Marketing Specialist**** - Executed multi-channel content creation, photoshoot coordination, strategic communications, performance analytics, and SEO optimization copywriting to enhance brand visibility and engagement across digital platforms.

April 2022 - Oct 2024 - Cadman Rock E-com Manager (contract)

Led comprehensive e-commerce strategy: optimized Shopify platform, drove SEO initiatives, & curated engaging content. Orchestrated multi-channel marketing campaigns across social media and print. Designed graphic assets & implemented targeted email marketing flows, enhancing brand visibility & customer engagement.

March 2023 - Love Te Arai (NGO) Website Designer

Designed and launched dynamic website, developed engaging content, & formulated strategic social media campaign. Executed seamless integration across multiple platforms, significantly boosting online visibility. Coached team members on digital best practices, enhancing long-term organizational capabilities.

Dec 2021 - Sept 2022 - MEADEN MASTER JEWELLERS Digital Marketing Manager

Led comprehensive Shopify platform overhaul, optimizing user experience & expanding sales channels. Orchestrated cohesive digital marketing strategy, collaborating with a top-tier agency & free-lancers to elevate social media presence, implement data-driven SEO tactics.

PASSION PROJECTS

May 2023 - Sustainably Single

Created & manage empowerment blog for single women. Oversee all aspects: web-site design, content, social media, SEO, & Google integration / analytics. Developing resource on relationships and personal growth.

Jan 2015 - March 2023

DANCING VISHNU

Founder | Yoga E-commerce Brand

Transformed yoga studio concept into on-line store. Built and managed Shopify/Etsy sites. Oversaw branding, digital marketing, & dropshipping operations.

Jan 2020 - June 2021 Citizen Advice Bureau Volunteer interviewer

Support, inform clients of their rights & obligations, to achieve positive outcomes.

UX Certifications

Interaction Design Foundation

Design Thinking method

UX Design

User's Experience

Interaction design for Usability

Relevant Qualifications

2020 Yoobee School of Design

UX Web design+Production

2020 -University of Maryland

Applied Scrum Project Management

2019 Curtin University

Online Marketing Strategies