

Ecommerce, Website design, Digital Marketing

My expertise in e-commerce, web design, and digital marketing stems from customer-centric roles in fashion and wellness. Currently, I'm deepening my skills in SEO-driven blogging and exploring the intersection of analytics and content strategy. My goal is to craft compelling digital experiences by seamlessly integrating these diverse competencies.

CAREER & WORK EXPERIENCE

April 2022 - Oct 2024 - Cadman Rock E-com Manager

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

March 2023 - Love Te Arai (NGO)

Designed and launched dynamic website, developed engaging content, and 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 and expanding sales channels. Orchestrated cohesive digital marketing strategy, collaborating with a top-tier agency and free-lancers to elevate social media presence, implement data-driven SEO tactics.

Jan 2019 - July 2020 Print Poppa DTG Sales and Marketing

Integrating social media, & web design. Enhanced client's digital presence through strategic website improvements. Played key role in achieving 26% increase in brand awareness, supporting overall sales growth.

PASSION PROJECTS

May 2023 - Sustainably Single

Created and manage empowerment blog for single women. Oversee all aspects: website design, content, social media, SEO, and Google integration. Developing resource on relationships and personal growth.

Jan 2015 - March 2023

DANCING VISHNU

Founder | Yoga E-commerce Brand

Transformed yoga studio concept into online store. Built and managed Shopify/Etsy sites. Oversaw branding, digital marketing, and 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