





STACY LEE GHIN

ECOM, WEB DESIGN, DIGITAL MARKETING, SEO, BLOGGING

CONTACT

 +64 021977 920
 4/ 825 New North rd, Auckland
 stacyleeghin@gmail.com
 www.stacyleeghin.com

EDUCATION

2020 YOOBEE SCHOOL OF DESIGN

UX Web design+Production

2020 -UNIVERSITY OF MARYLAND

Applied Scrum Project Management

2019 CURTIN UNIVERSITY

Online Marketing Strategies

INTERACTION DESIGN FOUNDATION

Design Thinking method
UX Design
User's Experience
Interaction design for Usability

SKILLS

Website Design
Website Optimisation
Proficient in using CRM software
Blog Writing
AI research
Digital Marketing
Project Management
Content Creation

GOOD AT

Shopify, Squarespace, Webflow,
Wordpress, Klaviyo, Mailchimp IG, FB,
Tik Tok, Youtube, Pinterest LinkedIn,
Google business profile, analytics,
Search console, SEMrush Ahrefs,
RathMATH, Meta, Claude AI,
Chat GPT, Figma, Photoshop, Indesign

ABOUT ME

Specializing in e-commerce, web design, and digital marketing across diverse industries. I integrate AI tools to enhance content optimization and blogging efficiency, paired with strong SEO and analytics skills to deliver engaging digital experiences.

WORK EXPERIENCE

MARKETING ASSISTANT

Plankline Ltd (Dec 2025-Present)

Update the company Shopify website, including new product uploads, rewriting product descriptions for SEO performance, brand consistency, and user clarity. Implement proper naming conventions, alt text, and metadata to maximize search visibility and accessibility.

MARKETING & BRANDING MANAGER

Storm Online Blackstar Ltd (May 2025- July 2025 contract)

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

E-COM MANAGER

Cadman Rock (April 2022 - Oct 2024)

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 newsletter flows, enhancing brand visibility & customer engagement.

MARKETING MANAGER

Meaden Master Jewellers (Dec 2021- Sept 2022 contract)

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

FOUNDER & OWNER (PASSION PROJECT)

Sustainably Single (May 2023- Current)

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