



PRAISE LEE



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PROFILE

An experienced e-commerce digital marketer with a background in digital marketing consulting, customer support and web development, I am passionate about e-commerce and technology. Committed to lifelong learning, I continually seek opportunities to grow in both my personal and professional endeavors

OBJECTIVE

As a New Zealand Resident that recently relocated from Malaysia, I'm keen to contribute to an organization in the area of digital marketing and e-commerce. I bring a combination of entrepreneurial experience, people skills and digital expertise. Ready to start immediately, I am excited to expand my skills and contribute to the success of the organization

EDUCATION

University of Wollongong, AU
2014 - 2017

Bachelor of Information Technology
E-Business Major

SKILLS

Digital Marketing & Web Skills

Website Development & Management on Shopify and WordPress, SEO, Social Media Marketing, Google Ads, Google Analytics, Tag Manager, MS Office, Adobe Photoshop, Canva

Business & Relationship Management

Business Development, Vendor Management, Client Relationship Management

Communication Skills

Fluent in Written and Verbal English, Customer Service Oriented, Problem Solving, Conflict Resolution

Organizational Skills

Multitasker, Time Management, Go-getter, Attention to Details, Collaboration and Teamwork

CERTIFICATIONS & AWARDS

- Google Search Ads Certification (2019-2020, 2024 - 2025)
- Google Digital Marketing & E-commerce Professional Certification (Jan 2024)
- Webmaster, Leadership Team, Business Network International (2021 - 2023)
- Outstanding New Hire Award, Oracle Corporation Sdn Bhd, Malaysia (June 2018)
- Merit Award for Outstanding Scholastic Achievement, UOW (Feb 2016)
- Event Organizer at INTI International College Subang Technoprenuer Week, Malaysia (2016)

WORK EXPERIENCE

Cat LPY Enterprise
April 2020–Aug 2024

Co-Founder & E-Commerce Manager

- Launched and managed an independent floral e-commerce business, overseeing all day-to-day business activities
- Launched and maintained an e-commerce website(www.projectcatnip.com) on Shopify that boosted sales by 89%
- Managed website operations on Shopify including website SEO, product inventory updates and seasonal offers
- Conducted Google Analytics integration and reporting
- Create graphics and content for social media platforms using Canva
- Worked with vendors and collaborators for all marketing and digital marketing efforts. Negotiated favorable terms and pricing agreements while maintaining a strong relationship
- Business development and forming partnerships through cultivating long-term relationships with key clients in MNCs, SMBs and PR Agencies
- Liaise with clients in banking, retail, hospitality and education industries.
- Develop visual presentations and deliver proposals to external stakeholders.
- Engage and managed client expectations throughout the planning and execution phases of an event to ensure success
- Led team in coordinating and executing event setups, ensuring timely, efficient operations and high-quality results

TDCX Malaysia
Jan 2019 – June 2020

Digital Marketing Consultant

- Official customer support channel for Google Ads, Google Analytics and Google Shopping for Singapore, Malaysia, Philippines, Pakistan and Bangladesh
- Served as paid ads consultant to digital marketers across several industries including retail, education, healthcare and e-commerce.
- Provide technical advice to SMBs and digital agencies on campaign optimization, implementation, data tracking and analytics based on business objectives
- Provide customer service to advertisers through inbound, outbound, email and chat channels while keeping records of interactions and transactions according to Google policies and guidelines
- Educating advertisers regarding product or service concerns through identification of the problem itself, research on answers and subsequent provision of solution

Oracle Corporation
Malaysia
April 2018 – April 2019

Business Development Consultant, Graduate Program

- Successfully generated 101% of pipeline targets in Q1 and 2 of FY19
- Responsible for generating new business pipeline in the Australian region across Higher Education, Finance, Retail and FMCG industries
- Understand business needs and consult decision makers in marketing and service applying the right Oracle CX solution
- Build sales pipeline using social selling, outbound, cold calling and prospecting methodologies
- Collaborate with field sales and marketing team on account strategy, demand generation activities and results

REFERENCES

Available Upon Request

For more details, please visit my [website](#)

Thank you for your consideration