

Liang Steven DONG

Ecommerce | Website front-end developer | Marketing Analytics & Business Strategy Graduate
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Personal Statement

I am an ecommerce-focused business analyst specialised in enhancing customer journeys through data-driven insights. With expertise in marketing consulting, I shape business models and craft solutions for global enterprises. Leveraging my background in economics, international business, and marketing analytics, I revolutionise the customer experience by uncovering valuable connections and infusing creativity. Collaborating with diverse teams, I bridge stakeholder gaps to ensure seamless project execution. With an entrepreneurial spirit and curiosity for emerging ecommerce trends, I deliver impactful solutions that drive customer satisfaction and sound business decisions. Let's transform ecommerce for unparalleled success.

Education

UNIVERSITY OF NEW SOUTH WALES	Sydney, NSW	Aug 2019 to Feb 2021
Master of Commerce (Marketing Analytics Business Strategy)		
Graduated with Distinction		
UNIVERSITY OF NEW SOUTH WALES	Sydney, NSW	Aug 2016 to Jul 2019
Bachelor of Economics (Economics and International Business)		

Professional Experience

TIFFANY & CO. AUSTRALIA & NEW ZEALAND

E-Commerce Coordinator

Apr 2022 to Sep 2022

- Generated comprehensive weekly performance reports using Adobe Analytics and Google Ads, revealing insights to optimise campaign effectiveness and drive ecommerce success.
- Orchestrated and managed tailored digital marketing strategies for the New Zealand market, resulting in a 65% increase in customer engagement and traffic through over 200 targeted campaigns.
- Led localisation and customisation efforts for 70+ landing pages across four FAQ pages, ensuring accurate information, seamless customer experience, and improved workflow for the customer care team.
- Identified merchandise opportunities, providing strategic recommendations to enhance product visibility and boost online sales for the men's category, maximising revenue potential for the Father's Day campaign in 2022.
- Managed store listings for Australia and New Zealand retail locations, ensuring accurate and consistent customer communication for a seamless omni-channel shopping experience.
- Oversaw the booking portal for in-store and virtual appointments, resulting in increased customer satisfaction and optimised scheduling.
- Demonstrated expertise in SEO, regularly updating reports and leveraging the BrightEdge platform to improve search rankings and drive targeted traffic to the ecommerce platform.

LULULEMON AUSTRALIA & NEW ZEALAND

E-Commerce Coordinator (Contract)

Aug 2021 to Apr 2022

- Collaborated closely with the email marketing lead to create compelling weekly emails, including copywriting, creative selection, and merchandise showcasing, targeting customers through segmentation strategies via Klaviyo CRM platform.
- Utilised Adobe Analytics to evaluate performance of top campaigns by conversion rate, applying marketing strategies aligned with Marketing Lead and Customer Journey demand for optimal results.
- Strategically merchandised products on homepage, landing pages, and category landing pages to align with weekly campaigns across Australia and New Zealand, ensuring a cohesive and impactful brand message throughout the customer journey.
- Played a pivotal role in creating and managing experiences during peak campaign periods, monitoring and troubleshooting issues for a high-quality online shopping experience, collaborating closely with cross-functional teams.
- Collaborated with Product and Creative teams to develop comprehensive campaigns for upcoming product drops, achieving outstanding results with significant sales uplift during Black Friday and Boxing Day periods.
- Coordinated efforts with Digital Marketing and Email Marketing leads for seamless end-to-end execution of weekly campaigns, enabling cohesive and coordinated marketing efforts.

- Assisted in developing and documenting on-site marketing processes, including merchandise talent coordination and photography, contributing to efficient and effective campaign implementation.

Educator

Apr 2021 to Aug 2021

- Passionately served as an educator at Lululemon, fostering meaningful connections with customers from diverse backgrounds, prioritising community, diversity, and inclusion.
- Facilitated engaging and inclusive yoga classes, creating a welcoming environment where individuals of all skill levels felt valued and respected.
- Demonstrated exceptional knowledge of yoga principles, providing personalised guidance that honoured each student's unique needs and identities, enhancing their practice and well-being.
- Organised community events and workshops that promoted health, wellness, and mindfulness while embracing diversity, actively contributing to an inclusive community.
- Collaborated with fellow educators to develop educational content celebrating different body types, cultural backgrounds, and abilities, empowering customers on their personal growth and yoga journey.
- Acted as a dedicated brand ambassador, embodying a positive and inclusive attitude that fostered a sense of belonging for all, while building strong relationships with customers in the local yoga and wellness community.

GOOD ON YOU x UNSW

Product Analyst (Project)

Jun 2020 to Aug 2020

- Conducted SWOT analysis to evaluate Good on You's business environment, identifying key strengths, weaknesses, opportunities, and threats within the Fashion and E-Commerce industry.
- Built an efficient Chatbot using IBM cloud tools, ensuring timely and accurate delivery of information to customers.
- Utilised Python and Tableau to analyse customer feedback, extracting insights for improving the Chatbot building process.
- Implemented customer feedback recommendations to enhance Chatbot performance and user experience.
- Collaborated with cross-functional teams to align Chatbot strategies with business objectives, ensuring seamless integration and optimal performance.
- Stayed updated on Chatbot technology trends, seeking opportunities to enhance functionality and deliver exceptional customer service.

Certificate

Google (Google Ads)	Sydney, NSW	Oct 2022 to Dec 2022
Shopify (Shopify Foundation)	Sydney, NSW	
InYoga 200hr teaching training	Sydney, NSW	
USYD (Full Stack Web Developer)	Sydney, NSW	Feb 2023 to Present

Software

- Python/R Studio
- Salesforce CRM
- Adobe Analytics
- Google Ads Certified

Skills & Language

- Product Development
- Business Modelling and Forecasting
- Chinese (Mandarin) - Native

Volunteer and Campus Experience

Vivid Sydney	May 2022 to Jun 2022
MARDI GRAS Sydney (World Pride)	March 2022
UNSW Graduate Student Association - Marketing Associate	Oct 2019 to Nov 2020
UNSW Economic Society - Peer Mentor	Nov 2017 to Jun 2019
MARDI GRAS Sydney - Start Crew	March 2018