



YOKE YONG LEE

✉ yokeyonglee@gmail.com

📍 Southbank, Australia

☎ 0473376666

Profile

Experienced E-commerce Analyst with a strong desire to transition into a career focused on web development and front-end design. I am excited to embark on a creative journey in the world of digital coding.

Employment History

Website Specialist, Treasury Wine Estates Limited

July 2022 — December 2023

- Working on responsive web page design and upgrades.
- Enhancing SEO keywords search & liaise with web developers.
- Conveying complex web topics in a digestible manner for web knowledge dissemination.

DTC Marketing Operation Analyst, Treasury Wine Estates Limited

August 2021 — July 2022

- Process improvement - identify alterations to business procedures that will enhance efficiency.
- CRM Data Management in Salesforce Commerce Cloud & Salesforce Marketing Cloud.
- Optimize customer automation journey (SQL) through collaborative efforts with marketing automation specialist.

Links

[linkedin/yyong-lee](https://www.linkedin.com/in/yyong-lee) [github/gitYokeYong](https://github.com/YokeYong)

Skills

Adaptability & Analytical Skills



Communication Skills



Multilingual Presentation skill



Teamwork Collaboration



HTML , CSS, Javascript, SQL



Microsoft Excel & Power Bi



UX Design & Website Mock up



SWOT Analysis



Courses

Foundations: Data, Data, Everywhere, Coursera Google

July 2023 — August 2023

Foundations of User Experience(UX) Design, Coursera Google

March 2023 — October 2023

Front End Web Developer Nanodegree, Udacity

September 2023 — Present

JavaScript Basics, Udacity

August 2023 — September 2023

UX Design Nanodegree, Udacity

August 2023 — Present

Product Design course, Udacity

September 2023 — Present

Education

RMIT University, Bachelor of Business (Marketing), Australia

August 2013 — December 2015

Master of IT (Business Analytics), Federation University, Australia

March 2019 — December 2020