

Bora Yoo

BORA YOO · DIGITAL MARKETING & WEB SPECIALIST

CONTACT

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- ✉ ybr0179@hotmail.com
- 📍 Half Moon Bay, 2012
- 🌐 borayoo.blog

SKILLS

- **DIGITAL MARKETING**
Google Ads, Meta Ads, SEO, EDM, Social Media
- **WEB DEVELOPMENT**
HTML, CSS, javascript, PHP, CMS
- **DATA**
SQL, phpMyAdmin, Database, Excel
- **ANALYTICS**
Google Analytics, Semrush, A/B Testing
- **Ecommerce**
WooCommerce, BigCommerce, Shopify, Squarespace
- **CMS**
WordPress, Wix, Magento
- **CREATIVE TOOLS**
Adobe Creative Suite, Canva, Klaviyo, Mailchimp
- **CRM**
Monday.com, Confluence, Hubspot, Xero, Asana
- **SYSTEM**
Microsoft Office, Google Workspace
- **AI & AUTOMATION**
AI-assisted content creation & copywriting
AI for market research, analysis & reporting
Prompt engineering for marketing & SEO
Workflow automation & efficiency optimisation

EDUCATION

- 2010 **DIPLOMA IN WEB DEVELOPMENT**
Yoobee Design School (Natcoll)
- 2017 **CERTIFICATE IN COMPUTER SERVICING**
New Zealand Skills and Education College
- 2020 **DIPLOMA IN IT SUPPORT**
New Zealand Skills and Education College
- 2018 **CERTIFICATE IN IT ESSENTIAL**
New Zealand Skills and Education College
- 2018 **CERTIFICATE IN WEB DESIGN**
South Korea National Technical Qualification

ABOUT ME

Hybrid Digital Marketing & Web Specialist with hands-on experience across eCommerce, CRM systems, and full-stack website development. Combines data-driven marketing with technical execution to support business growth.

EXPERIENCE

AUGUST 2024-SEPTEMBER 2025 | Contract
MARKETING SPECIALIST & WEB DEVELOPER
Sourced NZ (sourcednz.co.nz)

- Developing website features/maintenance
- Design business assets, EDM, Automation
- Website insights, analysis, and reporting

AUGUST 2023-AUGUST 2024 | Contract
MARKETING SPECIALIST & WEB ADMIN
Home Express

- EDM, Graphic Design, Social media
- UI/UX, SEO, data analysis and reporting
- E-Commerce management

SEPT 2022 - AUGUST 2023
WEB DEVELOPER
Website Made Easy

- Building websites from scratch using CMS
- Developing website features/maintenance Design
- implementation to meet requirements Website
- insights, analysis, and report

NOVEMBER 2021 - AUGUST 2022
MARKETING SPECIALIST
Holocomfort

- Web development and design, Amazon PPC
- Branding design, Photography, Videography
- Infographics, Copywriting, EDM, CRM
- Google Analytics and data analysis reporting

MAR.2011-DEC.2012 | MAR.2016-MAR.2019
WEB ADMINISTRATOR & MEDIA MARKETER
Educare NZ; Education Agent

- Web development and web administration
- Copywriting and advertisement design
- Social media management
- Marketing plans, data analysis, and reporting

OCTOBER 2014 - DECEMBER. 2015
MARKETING COORDINATOR
Shine Cleaning in Western Australia

- SEO, Google Ads. PPC, EDM, Social Media, Website
- Sales materials and digital advertisement design
- Marketplace, Google My Business
Service Seeking/Oneflare/Gumtree

ADDITIONAL INFORMATION

- * References available upon request
- * Full New Zealand Driver License & own vehicle
- * Eligible to work in New Zealand | NZ Citizen

WORK PORTFOLIO

Website Development and Marketing

With a strong foundation in both marketing and web development, I bring a distinctive blend of technical proficiency and marketing acumen to help businesses achieve success.

Furthermore, my in-depth understanding of search engine optimization (SEO) enables me to enhance websites, resulting in improved rankings on search engines. This ultimately drives greater visibility and boosts organic traffic.

Home Express (E-Commerce)

www.homeexpress.co.nz

BigCommerce



Website

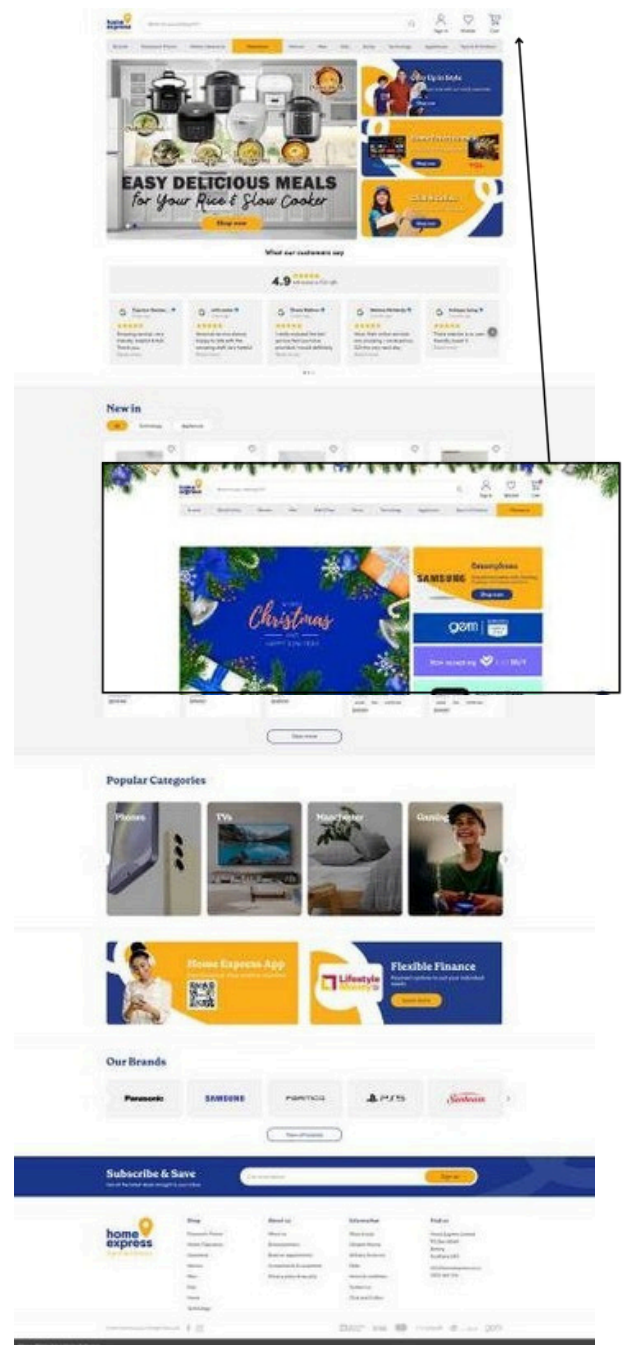
- Keyword and SEO analysis
- Deployed and tested the Google review widget
- Created and updated promo images and codes
- Re-design the site to align with new seasons
- Updated website content to ensure it is current
- Improved the site SEO
- Wrote SEO reports and marketing reports

SNS

- Facebook - marketplace, business page management, and answer direct messages
- Instagram

Other

- Google Ads
- Facebook Ads
- Email Campaigns
- TradeMe Management
- JMango Management
- Technical Troubleshooting: Google console errors, and addressed issues with Trademe and Google merchandise

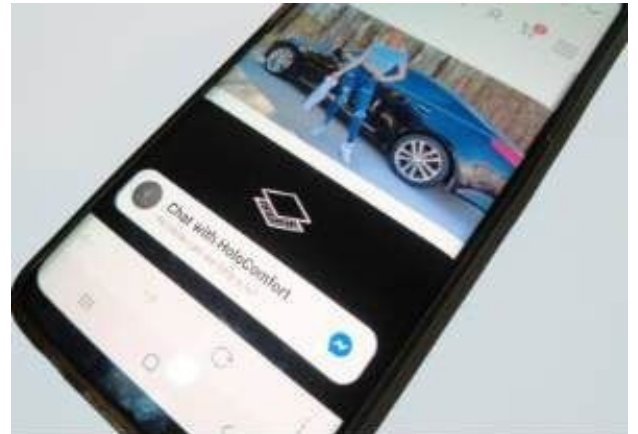


Holo Comfort (Amazon Seller)
www.holocomfort.com WordPress



Website

- Developed and maintained a WordPress website
- Integrated Facebook chat API
- Optimized Search Engine ranking with meta tags
- Branding; business logo, colour scheme, and more
- Designed infographic
- Edited videos to showcase the product features
- Developed engaging and persuasive copy
- Illustrated the product manual
- SEO report with Google Analytics
- Provide and implement the website insights

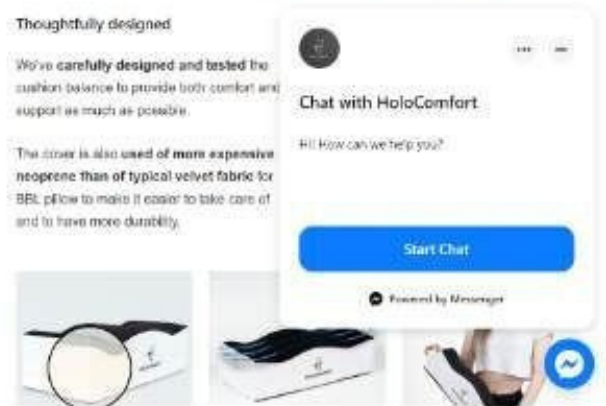


SNS

- Instagram; short videos & product photo upload
- Facebook; DM from customers, content upload

Other

- Email Marketing; sent thank-you emails encouraging customer feedback
- Insert Card Marketing



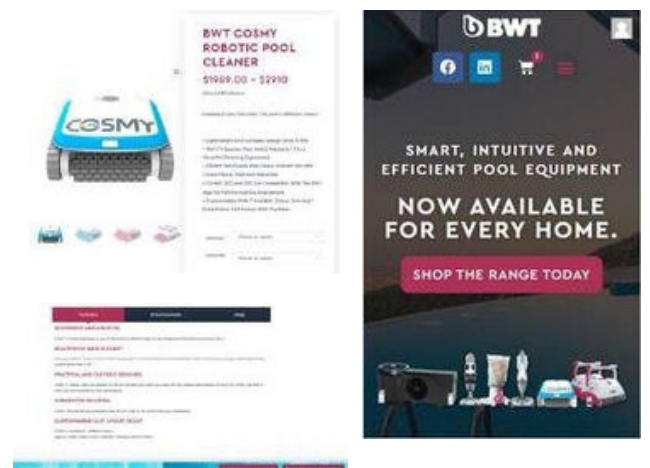
BWT (Water Treatment Systems Manufacturer)

www.bwtrobots.co.nz
WordPress



Website

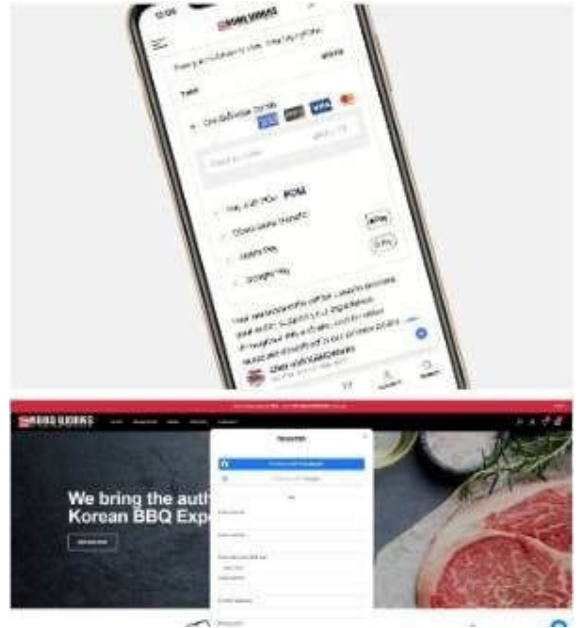
- Collaborated with a designer, and provided technical advice to ensure a responsive mobile view
- Implemented product pages and homepage design elements
- Integrated Google Map API for Stockist
- Develop website features using HTML and PHP to customize the website to meet specific business needs.
- Website maintenance and debugging



Korean BBQ

www.kbbqworks.co.nz

WordPress



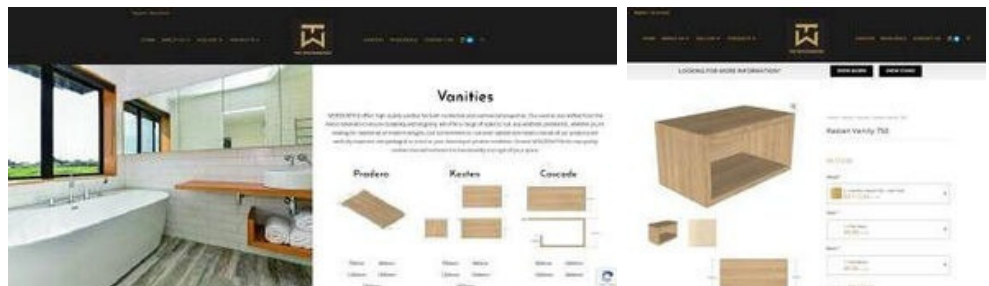
Website

- Apple Pay integration
- Google Pay integration
- Poli integration
- Customized register input requirement using PHP
- Changed some CSS to make mobile responsive
- Configure payment gateway display setting
- Coupon code generation add-on installation
- Usability testing
- Reviewing competitor's websites and making a report

Woodsmiths

www.woodsmiths.nz/vanities

WordPress

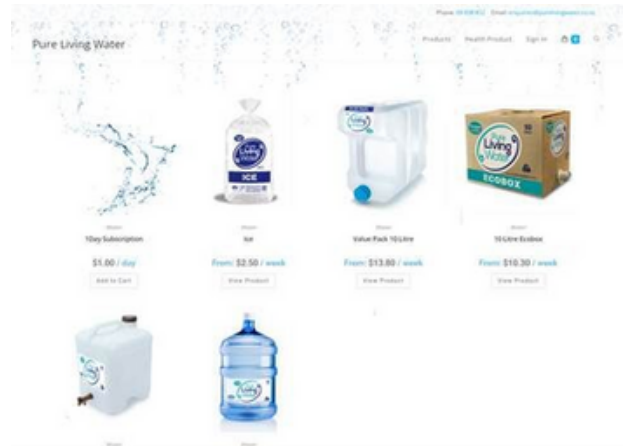


Website

- Implemented composite product pages that enable users to choose each component to build a customized vanity
- Created a custom design template specifically for the vanity project
- designed and implemented basin and stain image gallery popup to enhance UI/UX
- Ensured responsive design for optimal UX
- Conducted thorough testing and debugging

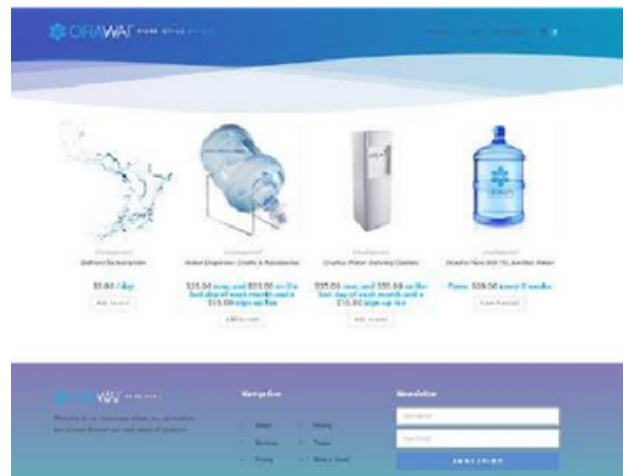
Pure Living Water

portal.plw.co.nz
WordPress



Orawai

portal.orawai.co.nz
WordPress



Website

- Setting and configuring e-Commerce
- Customizing delivery plugin functionality
- Customizing subscription plugin functionality
- Design a dynamic page using '@keyframes CSS
- Implement custom functionality by utilizing PHP
- Integrate Xero
- Testing and debugging

Email Marketing

My web development expertise in HTML and CSS enables me to create visually appealing, responsive email templates that display correctly on all devices.

Moreover, my design skills allow me to craft engaging and attractive email content. By combining compelling visuals with strategic messaging, I create email campaigns that capture attention and drive engagement and conversions.



home express
A great deal always

New ARRIVALS

VS SASSOON
Shop now

VS Sassoon Tangle Free VS Sassoon Curl Secret Curlers VS Sassoon Classic Multi-Curls VS Sassoon Wonderful Waves

VS Sassoon Straight and Curl VS Sassoon Steam Straight VS Sassoon Cold Curl Brilliance

Home Express App
FREE DOWNLOAD
Shop anytime, anywhere

Available on the **App Store** **GET IT ON Google Play**

No longer want to receive these emails? [Unsubscribe](#)
Home Express Building 5, 15 Acacia Drive, East Tamaki Auckland 2013

home express
A great deal always

LAST DAY FOR ORDERING

SHOP NOW

The table below is a quick guide on getting your orders delivered on-time for the holidays by shopping online or through our customer service team.

Delivery Type	Days
South Island and Rural Deliveries	Wednesday 13 Dec 2023
All other locations outside of Auckland	Thursday 14 Dec 2023
Within Auckland	Friday 15 Dec 2023

Please Note

- Orders will still be dispatched after these dates but may not arrive before Christmas.
- Orders mentioned above do not comprise backordered items with varying lead times.

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A great deal always

Winter Cooking

Shop now

Space-Saving Combo
Save space with multi-cooking functions

TOSHIBA
26L Microwave Oven with Air Fry Function
Shop now

Easy Family Meals
Effortlessly cook family meals with a generous 7.5L capacity.

Sunbeam
Diamond Force Professional Wok 7.5L
Shop now

Flavourful Meals
Effortlessly develop rich flavours

Russell Hobbs
Russell Hobbs 6L Slow Cooker
Shop now

The 3-in-1
Experience three appliances in one. Air fry, proof and bake breads, and dehydrate

Sunbeam
Diamond Force 3-IN-1 Air Fryer
Shop now

Panasonic Rice Cooker **Breville** 2 Slice Toaster **Sunbeam** Bread Maker **Sunbeam** Grill & Press

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A great deal always

50% SAVINGS Panasonic Promotion

Shop now

Panasonic 100W Tower Party Speaker **Panasonic** Portable FM Radio & CD Player **Panasonic** 32" HD LED Android TV **Panasonic** 48" LED Full HD Smart TV

Maximum until 31 July 2023. While stocks last.

Upgrade Your Home Entertainment

android tv

50% OFF

\$100.00 off the Panasonic 32" Full HD Android TV & 48" LED Full HD Smart TV

Flexible Listening Anytime, Anywhere

50% OFF

\$100.00 off the Panasonic 100W Tower Party Speaker

FEEL THE POWER
The Dual Drive Drivers deliver a powerful bass

CHARGE WHILE PLAY
You can charge your phone wirelessly while listening

2.7-13 YOUR SPEECH
You can place it upright or lay flat to fit your space

50% OFF

\$50 off the Portable FM Radio & CD Player

ONE TOUCH RADIO
Play favourite radio stations with one touch

CONNECT TO MOBILE
You can play the music on your phone with Bluetooth

BATTERY OPERATION
Enjoy portable with built-in rechargeable battery operation

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Social Media Marketing

With my deep understanding of social algorithms and expertise in graphic design, I create optimized, visually appealing posts that maximize reach and engagement. Combining technical knowledge with creativity, I craft content that resonates and drives results.



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Sponsored

Check out the incredible price reductions on our great range of branded winter clothing.

Jackets and trackpants \$29, hoodies \$49 and kids clothing starting from \$19! Don't miss your chance!

Huge Winter CLEAROUT

STARTING AT \$19

while stocks last

adidas FILA ecentury sito

Huge Winter Clearout [Shop now](#)

WIN

Huge V Clearout

Like Comment Share

Huge Winter CLEAROUT

STARTING AT \$19

while stocks last

adidas FILA ecentury sito

WINTER CLEAROUT

JACKETS & TRACKPANTS ALL \$29

FURTHER MARKDOWNS WINTER CLEAROUT

HOODIES & SWEATSHIRTS ALL \$49

WINTER CLEAROUT

KIDS CLOTHES STARTING AT \$19

HUGE CLEARANCE DEALS

CLOTHING
WATCHES
TECHNOLOGY
APPLIANCES
MANCHESTER
FURNITURE

While stock lasts

Style a bed

Style a bed that reflects your personality and enhances your comfort

CLEARANCE SALE

while stock lasts

New ARRIVALS

VS

Makeup products and tools

Hello Winter

Warm up your wardrobe now!

[Shop now](#)