

LEE RUO YEE

Johor Bahru, Malaysia | Open to Singapore & Malaysia Opportunities | Immediate Full-Time Availability
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[LinkedIn](#) | [Portfolio](#)

WEB & MARKETING TECHNOLOGY SPECIALIST

WordPress / Shopify / CMS | GA4 & GTM | Integrations & Workflow Automation

PROFESSIONAL SUMMARY

Web and marketing technology specialist with 5+ years of experience delivering CMS, ecommerce, analytics and web integration solutions across Singapore and Malaysia. Experienced with WordPress, Shopify and Sitefinity, including custom CMS development, GA4/GTM implementation, REST API integrations, AI-assisted and human-reviewed ecommerce workflows, UAT, deployment and production support. Experience spans requirements clarification, implementation, testing, release support and operational troubleshooting in stakeholder-facing environments.

CORE CAPABILITIES

Web & CMS: WordPress, ACF Pro, WooCommerce, Shopify/Liquid, Sitefinity CMS, reusable components and ecommerce storefront enhancements

Analytics & Measurement: GA4, Google Tag Manager, Google Search Console, Looker Studio, ecommerce tracking, event validation and data-layer troubleshooting

Integrations & Workflow Automation: REST APIs, Webhooks, Zendesk integrations, Google Sheets, Zapier, AI-assisted workflow design, validation, human review and exception handling

Delivery & Quality: Requirements gathering, acceptance criteria, UAT, functional testing, deployment support, production troubleshooting, SOP documentation and stakeholder handover

Web Development: PHP, JavaScript, jQuery, HTML/CSS, SQL, Git

PROFESSIONAL EXPERIENCE

Web & Ecommerce Specialist

Jan 2026-Present

Lumo Collective Pte Ltd, Singapore | Part-time

- Defined requirements and implemented 7-10 enhancements to an existing Shopify storefront, including Liquid templates, metafield-driven content, reusable FAQ sections and mobile interactions, with hands-on debugging, testing and deployment.
- Designed and implemented AI-assisted, human-reviewed product-data and inventory-reconciliation workflows across Shopify, Shopee, Lazada and TikTok Shop at 250+ SKU scale, using platform mapping, standardisation, validation and exception checks. Estimated time: a typical 30-50 SKU batch at 1-3 hours versus 1-2 workdays previously; monthly reconciliation at 30-60 minutes versus 2-4 hours previously.
- Implemented and validated ecommerce tracking across GA4, GTM, Meta Pixel and Shopify Customer Events, troubleshooting duplicate events and incomplete purchase parameters through browser, data-layer and platform testing; built recurring ecommerce/SEO reporting covering monthly performance, traffic attribution, search performance and purchase-funnel views.
- Applied SEO/GEO updates across 100+ Shopify product, collection and information pages, including metadata, structured content, FAQs, internal links, schema, redirects and search-readiness QA, followed by Google Search Console monitoring.
- Used Lighthouse and browser Network diagnostics to investigate storefront performance issues and supported responsive and live-store checks.

Senior Software Developer

Aug 2022-Oct 2025

WhooshPro Pte. Ltd., Singapore | CMS, Web Delivery & Digital Platforms

- Contributed to WordPress, Sitefinity and frontend delivery across 38+ public-facing projects for enterprise, government, education and nonprofit clients, with responsibilities spanning requirements clarification, implementation, UAT, deployment and direct stakeholder coordination; delivered custom WordPress themes, plugins and responsive functionality using PHP, WordPress hooks, JavaScript, HTML/CSS and REST APIs.
- Developed approximately 20 reusable Sitefinity widgets for configurable listings, filters, forms, search and API-driven content using Razor/MVC, C#/.NET, JavaScript, jQuery, REST/JSON and SQL.
- Worked across implementation, UAT and production rollout of a Singpass/MyInfo application and payment workflow, covering authentication, profile retrieval and prefill, data mapping, application submission, payment, validation and exception handling.
- Contributed to a web application workflow covering form-data mapping, PDF generation, 2C2P payment integration, retry handling, scheduled status checks, confirmation emails with PDF attachments and UAT as part of a wider team.
- Implemented GA4 and GTM across 20+ client websites, including data-layer specifications, event taxonomy and conversion tracking, and redesigned the Looker Studio and GA4/GSC reporting framework used across 40+ maintenance websites.
- Extended Contact Form 7 using custom PHP, WordPress hooks and the Zendesk REST API to search existing tickets, create or update records and map support fields from WordPress submissions, reducing repetitive manual ticket-entry steps.
- Supported 6-10 production WordPress and Sitefinity websites concurrently, handling deployments, IIS operations, post-release checks, redirect mapping and Cloudflare cache, DNS, SSL and site-access troubleshooting.

EARLIER EXPERIENCE

Founder & Ecommerce Manager, Self-employed / Side Business

Dec 2020-Dec 2024

Minimaru Enterprise, Malaysia

Managed Shopee and Lazada listings, pricing, promotions, inventory and campaign readiness; built dashboards to track daily sales, marketing effectiveness, inventory turnover and stock movement.

Freelance WordPress & Analytics Developer

May 2022-Aug 2022

Freelance

Independently delivered three responsive WordPress websites from approved Figma and Adobe XD designs through development and launch, including forms or booking integrations, GA4/GTM implementation, WebP image optimisation, lazy loading, site-speed and Core Web Vitals work, deployment and client handover.

Business Intelligence Specialist

Jul 2021-May 2022

Value In Mind Sdn Bhd, Malaysia

Built recurring Looker Studio reports and Google Sheets, Zapier, webhook and CRM workflows; combined analytics, CRM and marketing-platform data for KPI reporting, funnel analysis and A/B testing. Also took primary responsibility for a WordPress LMS and membership implementation using Elementor, MemberPress and LearnPress, including protected course access, progress tracking, quizzes, certificates and backend administration.

Software Engineer

Aug 2020-Aug 2021

MarsLab Solution, Malaysia

Developed and maintained WordPress and Magento ecommerce websites using PHP, JavaScript, HTML/CSS and SQL, including frontend updates, custom functionality, bug fixes and production updates.

EDUCATION

Universiti Tun Hussein Onn Malaysia - Bachelor of Computer Science (Web Technology) with Honours, CGPA: 3.74 | 2017-2021

Vice Chancellor's Award / Anugerah Naib Canselor | 2021

CERTIFICATION

Google Analytics Individual Qualification (GAIQ) | Nov 2025-Nov 2026

LANGUAGES

English: Fluent | Chinese: Fluent | Malay: Intermediate