

LEO LIU

Digital Marketing & Website Coordinator

SEO | WordPress / WooCommerce | Landing Pages
E-commerce Operations | Digital Design

CONTACT

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PROFESSIONAL SUMMARY

Digital Marketing & E-commerce Product Coordinator with hands-on experience in website landing pages, SEO optimization, product content publishing, e-commerce operations, and digital design. Skilled in creating conversion-focused product visuals, feature-based marketing assets, specifications graphics, and online product content for categories including HVAC, air conditioners, home appliances, furniture, and consumer products. Experienced in WordPress/WooCommerce, product page optimization, marketplace listing support, and cross-channel marketing asset production.

EXPERIENCE

Digital Marketing & E-commerce Coordinator HomeVision Technology

2026.02 – Present · Toronto, ON

- Shopify Landing Pages:** Built and maintained product launch pages, promotional pages, and conversion-focused website updates.
- E-commerce Product Visuals:** Created feature graphics, specification layouts, lifestyle scenes, and product-focused banners for HVAC, air conditioners, home appliances, furniture, and consumer products.
- Product Content Publishing:** Uploaded and maintained product titles, descriptions, specifications, images, pricing, categories, and visual assets.
- Marketplace Management:** Managed Best Buy, Wayfair, and Walmart listings, ensuring accurate product data, images, pricing, and backend information.
- HVAC Product Marketing:** Translated air conditioner specifications such as cooling capacity, airflow, coverage area, and energy efficiency into clear customer-facing content.

E-commerce & SEO Website Operator Little Nook Tackle House — littlenook.ca

2025.08 – Present · Toronto, ON

- WordPress / WooCommerce Management:** Manage product uploads, page updates, category structure, plugins, orders, promotions, and shipping settings.
- SEO & GEO Optimization:** Optimize product and category pages with keyword-focused copy, metadata, internal links, image alt text, and structured content for Google search and AI-assisted discovery.
- Google Search Console:** Monitor indexing, impressions, clicks, search visibility, and page performance to guide SEO updates.
- Digital Content Creation:** Create website banners, product visuals, promotional content, and social media graphics to support traffic and conversion.

Graphic Designer / Digital Marketing Designer OTT Financial Group

2024.04 – 2025.07 · Toronto, ON

- Digital Marketing Creative:** Designed social media, web, email, and print campaign assets to support brand awareness and promotions.
- Campaign Design:** Created banners, posters, brochures, presentations, and branded graphics across multiple channels.
- Short-form Video Content:** Produced visual content for RED/Xiaohongshu, Meta, and other social platforms.
- Cross-team Design Support:** Supported internal teams with design revisions, marketing assets, and deadline-driven campaign materials.

EDUCATION

2016.09 - 2017.09

Degree of Illustration and Concept Art

Algonquin College

2011.09 - 2015.06

Bachelor of Visual Communication

University of Shanghai for
Science and Technology

Skills

- Digital Marketing & SEO
- Website & CMS Management
- Landing Page Creation
- E-commerce Content Operations
- Social Media Creative
- Video/Reels Editing
- Graphic & Digital Design

TOOLS & PLATFORMS

- Shopify
- WordPress / WooCommerce
- Google Search Console
- Google Analytics
- B2B Marketplace
- Adobe Creative Cloud
- Figma
- Canva
- CapCut