

Youyou Gao (Cas)

E-commerce Coordinator | Shopify & Digital Content

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Portfolio: cas-gao-portfolio.casyyg.chatgpt.site | Store: peggrid.com.au

E-commerce coordinator and PegGrid partner who built and runs a Shopify store. Experience spans product content, pricing, inventory, seasonal promotions, fulfilment and customer care, supported by photography, SEO and creator partnerships. Also coordinates product development, packaging and China-based suppliers.

CORE SKILLS

Store operations: Shopify, product listings, pricing, inventory and on-site merchandising

Customer operations: Order processing, fulfilment, dispatch, enquiries and returns

Campaigns and content: Email marketing, seasonal promotions, product photography and copy

Search: On-page SEO, structured data and Google Search Console

Product and supply: Blender, Bambu Lab 3D printing, packaging and supplier coordination

Collaboration: Google Workspace and Slack

PROFESSIONAL EXPERIENCE

PegGrid | Partner

Jul 2025 - Present

E-commerce and Product Operations

- Built and launched PegGrid's Shopify store, creating product pages and copy. Manage listings, imagery, pricing, inventory and website updates.
- Manage order processing, dispatch, customer enquiries and returns across day-to-day store operations.
- Lead seasonal promotions and email marketing, including the June 2026 EOFY campaign, during which PegGrid recorded **100+ store orders**. Also delivered Father's Day and product-launch content.
- Implement SEO across keywords, metadata, FAQs, internal links and structured data, with page-speed work and indexing checks in Google Search Console.
- Coordinated collaborations with **approximately 50 creators** and promotional partnerships with BCF, Alton and Zorali.
- Design and develop PegGrid's accessory range, with launched products including an adjustable ski and snowboard rack, storage basket and clothes rail rack.
- Coordinate China-based manufacturers, packaging suppliers and export logistics. Use Blender and Bambu Lab 3D printing for accessory concepts and prototypes.
- Designed **all-paper protective packaging** and smaller, lighter parcel configurations to reduce plastic foam use and help lower shipping costs.

EDUCATION

Sydney Polytechnic Institute (SPI)

Oct 2025 - Present

Master of Data Science (in progress)

University of Sydney

Jan 2025

Master of Information Technology and IT Management (Software Engineering)

Beijing University of Civil Engineering and Architecture

Jul 2022

Bachelor of Engineering in Computer Science and Technology

Languages: Mandarin Chinese (native) | English (working proficiency)