

**274%**

Social audience growth  
in under 18 months

**7,000+**

Community members built  
from zero on Telegram

**~30%**

Faster time-to-MQL via  
lifecycle consolidation

I build integrated campaigns for complex, high-consideration products, from launches and paid acquisition to lifecycle nurture and sales handoff. 10 years across fintech, marine B2B, and SaaS. I own the full funnel: ICP segmentation, multi-channel campaign architecture, Pardot lifecycle, Salesforce lead scoring, and pipeline-attributed reporting.

## EXPERIENCE

### Seawind Catamarans & Corsair Marine International

2017–2020 · 2024–2025 · Remote US

#### Senior Digital Marketing Specialist · Marketing Executive

- Designed full-funnel campaign architecture across email, paid social, web, events, and print, consolidating 3 brand channels into one unified buyer journey, reducing time-to-MQL by ~30%.
- Built Pardot nurture sequences for 3 distinct buyer personas (owner, charter, dealer) with Salesforce lead scoring logic, including boat show check-ins and test sail requests as live scoring signals.
- Executed event marketing for 6+ international boat shows annually (Annapolis, SCIBS, Düsseldorf): pre-show segmentation, on-floor lead capture, and 90-day post-show nurture maintaining 3-month active pipelines.
- Single-handedly migrated marketing automation from Marketo to Pardot in under two weeks (recommendation on LinkedIn).
- Coordinated and promoted the June 2020 Corsair 880 launch webinar with full lifecycle execution: email sequence to opted-in leads, social distribution across Facebook and LinkedIn, blog publication, and post-event nurture to no-shows.

### Exness

Jul 2021 – Mar 2023 · Malaysia (Vietnam market)

#### Senior Social Media & Community Manager

- Grew Facebook audience 274% (44,933 → ~168K) and engagement rate from 2.12% to 12.04% (+469%) over 20 months through content calendar discipline, contest campaigns, and creative testing.
- Built Telegram community from zero to 7,000+ members in 10 months with established content rhythm, community guidelines, and moderation playbook sustaining daily engagement.
- Managed \$55,472 annual regional paid budget across boosted posts and contests, achieving \$0.43 per Like and \$0.03 per engagement.
- Drove a single-month Facebook reach jump from 2.7M to 29.2M (+900% MoM) through a June 2022 contest campaign with KOL co-marketing and UTM-tracked attribution.
- Reported weekly on engagement performance against quarterly KPIs across Facebook, Instagram, YouTube, and Telegram simultaneously.

### Fovty Tech

Apr 2023 – May 2024 · Malaysia

#### Senior Performance Marketing Specialist

- Reduced CPL 15% across Google, Meta, and TikTok while maintaining lead volume within 5% of baseline through audience-to-creative campaign restructure.
- Launched remarketing and lookalike sequences with creative tailored to funnel stage, shortening consideration cycles and increasing return on ad spend.
- Owned weekly performance reporting (CPL, CTR, ROAS, CVR by channel) and translated raw data into leadership-ready insights with no analyst dependency.
- Ran systematic weekly A/B tests across copy, creative format, and landing page variants to improve click-to-lead conversion.
- Built audience-to-creative mapping that aligned segment intent with creative variant, driving CPL reduction while holding volume steady.

## EARLIER CAREER

- Marketing Executive, Seawind Catamarans & Corsair Marine (2017–2020)
- Senior Digital Marketing Executive, Young World Technology (2016–2017)
- Media Optimisation Analyst, Adtop Online Advertising (2015–2016)
- Marketing Assistant, Dezan Shira & Associates (2014–2015)

## CORE SKILLS

### STRATEGY

- Integrated Campaigns
- Full-Funnel GTM
- Product Launches
- KPI Frameworks
- Messaging

### DEMAND GEN & LIFECYCLE

- Lead Scoring
- MQL/SQL Flow
- Nurture Streams
- Segmentation
- Lifecycle Email

### PAID & OWNED

- Google Ads
- Meta Ads
- TikTok Ads
- Organic Social
- Landing Pages
- Contest Campaigns

### TOOLS

- Salesforce
- Pardot
- WordPress
- GA4
- UTM Architecture
- Canva
- AI Tools

### CROSS-FUNCTIONAL

- Product Marketing
- Content & Creative
- Sales Alignment
- Agency Management
- Event Marketing
- Community Building

## EDUCATION

### BBA in Marketing

SP Jain School of Global Management, 2013

### LLB in Business Law

HCMC Open University, 2023

### Filmmaking Certificate

Kent International College, 2020