

CURRICULUM VITAE

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Skills & Tools

Digital Marketing

Media buying, SEO, SEM, Social, Content, Email, Fundraising, CRO, Automation, UI/UX design, Copywriting, Events, Crowdfunding

Analytics & Insight

Performance measurement, KPI dashboards, Excel, Tag management, A/B testing, Data analysis, Web analytics

Business Development

Sales, Sales support, Value proposition design, Lead generation, Account management

Strategy & Planning

Strategic planning, Project management, CSR

Development / Scripting

HTML, CSS, Python, Git, SQL, Various CMS

TOP TOOLS

G Suite, Meta Suite, Adobe CC, Semrush, Majestic, Moz, Drip, Mailchimp, Google Admin, Trello, Jira, Slack, WordPress, HubSpot, Sales Force, Hotjar, Various ad platforms, OpenAI API, WordPress, Shopify, Magento

Education



Windesheim University

Bachelor, Marketing Management
2010 - 2015



Landstede MBO

Leisure & Facility Management
2006 - 2009

Work Experience



Director and CMO, Incitement

October 2019 – February 2024 • 4 years 4 months • Malaysia • www.theincitement.com

Skills: Branding, Corporate Identity, Marketing Strategy, CSR, ESG, Business Development, Performance Measurement

Steered the marketing strategy and helped our clients achieve their sustainability goals through innovative solutions that create a lasting positive impact on their brand and on the communities it serves.

- 35% acquired by Fusionex Group.
- Positively impacted the lives of more than 25,000 beneficiaries in Malaysia.
- Raised more than MYR 7 million through online crowdfunding and corporate funding for the benefit of social causes in Malaysia.
- Expanded Incitement Events to 46 countries through a franchise concept, organizing more than 200 Incitement events worldwide.
- Grew the userbase from 0 to 15,000+, grew the donor base to hundreds of repeat donors, and grew the charity base to thousands of registered charities.

Sr. Manager, Digital Marketing

October 2019 – December 2021 • 2 years 3 months

Skills: Account Management, Brand Management, Market Research, Team Leadership, Budget Management, CRM

Specialist, Performance Marketing

October 2017 – October 2019 • 2 years 1 month

Skills: Performance Marketing, Display Marketing, SEM, SEO, CRO, Marketing Automation, Budget Pacing, Crowdfunding

Digital Marketing Executive

September 2016 – October 2017 • 1 year 2 months

Skills: Social Media Marketing, Email Marketing, Content Marketing, Digital Marketing Strategy, Customer Segmentation



Sr. Manager, Digital Marketing, Fusionex Group

March 2020 - February 2024 • 3 years 11 months • Malaysia • www.fusionexgroup.com

Skills: Performance Marketing, Campaign Lifecycle Management, Fintech, Analytics, Team Leadership, CRM

Developed comprehensive marketing strategies to enhance brand presence and market reach in Malaysia for MNC clients with a focus on fin-tech, banking, and insurance.

- Grew online revenue for a major Malaysian insurance firm with 3% year on year through PPC.
- Improved sales conversion rates for various MNC insurance and banking clients by 4% on average.
- Worked closely with technology departments to ensure correct implementation of CRO initiatives.
- Managed the relationships with various marketing agencies to ensure timely and correct delivery.
- Spearheaded a team of 6 in-house marketing professionals.

Specialist, Performance Marketing

March 2019 – May 2021 • 2 years 3 months • Malaysia • www.fusionexgroup.com

Skills: Performance Marketing, Data Analysis, A/B testing, CRO, Budget Management, KPI Management, Dashboards



Digital Marketing Manager, Liter of Light

September 2016 – June 2019 • 2 years 9 months • Malaysia • www.literoflight.org

Skills: Crowdfunding, Content Marketing, CSR, Community Building, Event Management, Project Management

Led successful fundraising campaigns to raise funds through online and corporate channels, while creating and distributing multimedia content to showcase the impact of the initiative.

- Secured over MYR 2 million in funds through online fundraising and corporate funding.
- Installed more than 2,5000 solar-powered lights benefiting 10,000+ Orang Asli communities.
- Created and distributed multimedia content showcasing the initiative's impact.



Content Marketing Manager, National Strategy Unit, Ministry of Finance Malaysia

March 2017 - May 2018 • 1 year 2 months • Malaysia • www.mof.gov.my

Skills: Stakeholder Engagement, Multimedia Content Creation, Content Strategy, Cross-Team Coordination

Developed and executed a dynamic content plan to attract high-calibre candidates for the VIP 2017 Programme, while creating and distributing multimedia content to showcase the impact of the initiative.

- Attracted 10,000+ leads (candidates) through search engine marketing, later shortlisted to 100.
- Created a 120-page coffee table book to highlight the initiative's impact, distributed by the Ministry of Finance of Malaysia.
- Positively impacted the lives of e than 15,000 beneficiaries in ASEAN.



Intern Market Research, Panel Inzicht

February 2015 – July 2015 • 5 months • Netherlands • www.panelinzicht.nl

Skills: Market Research, Data Analysis, Value Proposition Design, Product-Market Fit, Presenting

Conducted market research for my thesis, focused on exploring new product-market combinations.

- Conducted quantitative and qualitative research, including interviews and surveys, followed by detailed data analysis.
- Presented findings that were instrumental in developing new product-marketing combinations, resulting in successful product launches and marketing campaigns yielding €40,000 in annual revenue.

Intern Digital Marketing, MyStore

February 2013 – July 2013 • 5 months • Netherlands • www.mystore.nl

Skills: CRO, A/B Testing, Data Analysis, Excel, Sales Growth, Resource Allocation, Marketing Efficiency, Web Analytics
 Focused on optimizing return on marketing spend (ROMI) through CRO initiatives, using a data-driven approach to enhance marketing efficiency.

- Increased ROMI for various high-traffic web shops by 40%.

Freelance Translator, self-employed

January 2010 – November 2016 • 5 years 10 months • International

Skills: Translation, Specialization, QA, Communication, Client Management, Trados, Cultural Understanding, Research
 Specialized in accurate translations across various industries and subjects, including legal, marketing, technical, websites, and literary works.

- Worked with more than 30 clients and translated nearly a million source words.

Founder and Business Consultant, CJV Internet Service

February 2008 – November 2016 • 8 years 7 months • International

Skills: Affiliate Marketing, Email Marketing, Website Flipping, Domain Flipping, AdSense, SEO, Web development

Gained 9 years of hands-on experience in marketing and digital strategies, comprising various disciplines such as email marketing, affiliate marketing, and SEO.

- Established several #1 and top-page rankings on 100+ million search result pages.
- Built dozens of websites until profitable and flipped for profit.
- Flipped dozens of domain names for profit.
- Built multiple websites for clients.
- Ran a profitable server hosting company.

Caterer, various companies (15+)

September 2001 – September 2016 • 15 years • International

Skills: Customer Experience & Loyalty, Diligence, Teamwork, Problem Solving, Stress Management, Time Management

Gained 15 years of practical experience in the hospitality industry, including work as a chef, in catering and hotels, and across different countries in Europe.

Courses, licences, and certificates



Python Programming

Udemy

Achieved in January 2024



Advanced GA4 & GTM Implementation

Udemy

Achieved in June 2022



Applied Data Analytics

Fusionex Group

Achieved in April 2022



ESG & Sustainable Investing

Udemy

Achieved in February 2022



Linux System Command

Udemy

Ongoing



Bahasa Melayu

My Teacher Language Institute

Ongoing

Awards and recognitions

MISA Innovation & Sustainability Award Finalist

Awarded by Malaysian Dutch Business Council • February 2023 • Associated with Incitement

Brand Laureate CSR Brand Leadership Award

Awarded by The Brand Laureate • December 2018 • Associated with Incitement

Social Progress Award Malaysia

Awarded by Social Progress Imperative • December 2016 • Associated with Incitement

Green24 Award

Awarded by AirAsia • February 2016 • Associated with Liter of Light

St. Andrews Prize for the Environment

Awarded by University of St. Andrews • February 2016 • Associated with Liter of Light

The Next Big Thing Award

Awarded by Cluttons • January 2016 • Associated with Incitement

UN Habitat Award

Awarded by UN Habitat • January 2016 • Associated with Liter of Light

Zayed Future Energy Prize

Awarded by The Zayed Future Energy Prize • January 2016 • Associated with Liter of Light

Languages

| | |
|---------------|-----------------|
| Dutch | Native language |
| English | Fluent |
| Bahasa Melayu | Elementary |

Hobbies

DJ, music, boxing and kickboxing, tennis, chess, poker, trading, hiking, traveling, cooking.