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## Digital Marketer | Marketing Technologist

A **Digital Marketing Director** with **14 years of experience** running **profitable digital marketing campaigns** for global companies across multiple industries & channels, including Search Marketing, Display advertising and Social.

I am able to maintain and scale this track-record consistently by coaching and enabling teams with operational and data processes. As a global project lead I elevated these practices into global workstreams turning them into **scalable and repeatable global processes** by technologies I develop and deploy.

### CORE COMPETENCIES AND ACHIEVEMENTS

- **Media Team Leadership:** Line managed a team of 6 digital marketers (and 10 indirect reports) to oversee 3 client accounts covering APAC over a 6-year period, **responsible for millions in revenue per month.**
- **Coaching:** Nurtured the next generation of 4 account managers with strong positive feedback.
- **Digital Performance Marketing:**
  - Accounts coverage expanded from Gsuite to GCP and GStore as each successfully delivered results
  - Grew Google GSuite Campaign conversions by 56% with a 15% reduction in Cost per conversion.
  - Grew Google Cloud Paid Seats by 34% at a stable CPA via a full B2B marketing programme
  - GStore Campaigns for Pixel 3 launch with record attributed sales and ROI
- **Channel Specific accomplishments:**
  - **SEM** - Authored Essence's APAC SEM Best Practices and contributed to Global Best practices.
  - **Paid Social** - Improved the Facebook Ads process for 50% lower cost at higher conversion levels consistently and won an internal Global award. (Project Constellation)
- **Tech Project Lead:** Lead an Agile team of developers. We designed & implemented a global solution that checks millions of ads and delivered double digit uplifts in programmes across the globe

### SKILLS

- **Skills - Data insights for action:** Proficient at **SQL** for **actionable campaign insights** from Google Analytics and data warehouses such as Big Query. This were deployed as repeatable work processes through ELT pipeline via DBT. Adept at Python (Pandas) for exploratory analysis to find campaign insights .
- **Skills - Code Development: Python** - 3 years of experience developing cloud solutions on Google Cloud Platform to solve global marketing governance issues.
- **Skills - Misc Tech:** Google Workspace, Microsoft Office suite, **HTML/CSS/Javascript** , Google Datastudio

## PROFESSIONAL EXPERIENCE

### **Technology Director at Essence Digital** Mar 2020 – Current

Lead global workstreams that turn best practices into **scalable and repeatable processes**  
Developed on Google Cloud Platforms' Big Query + Cloud Functions + AI APIs.  
Automation Tech projects that streamlines and enables more efficient and effective marketing operations.

### **Associate Director at Essence Digital** Jan 2019 – Jul 2019

Lead team of 6 performance marketers servicing **Google Cloud, GSuite & Google Store**.  
Supported the new Pixel 3a launch for GStore with record sales and ROI from digital marketing campaigns.  
Help define APAC SEM best practices and contribute to Global best practices.

### **Senior Activation Manager at Essence Digital** Jul 2016 – Dec 2018

Lead team of 4 performance marketers servicing **Google Cloud, GSuite** across 15 countries.  
Digital marketing plan to support Google App's successful rebrand into G Suite  
Improved the GCP Facebook Ads process for 50% lower cost at higher conversion levels and won an internal Global award. (Project Constellation)

### **Activation Manager at Essence Digital** Feb 2014 – Jun 2016

Lead team of 2 performance marketers servicing **GSuite** across 15 countries.  
Grew GSuite campaign conversions by 56% with a 15% reduction in Cost per conversion.  
Improved SEM Optimization process to gain up to 15% higher conversion level

### **Search Specialist at IProspect** Jan 2013 – Jan 2014

Ran award winning SEM search campaign for Air Asia (MMM Excellence Awards)  
Developed SEO strategies for Maybank across key products.

### **Consultant at ClickTRUE** Jul 2011 – Dec 2012

Developed SEO strategies for Major brands.  
Landing page consultancy with Conversion-centric copywriting and layout tests for more effective landing pages.  
Managed Digital Marketing for key accounts (Exceeding 2 Million SGD in budget)

## EDUCATION

### **Bachelor of Business Management (With Distinction) RMIT University** Jul 2007 – Jul' 2009

- o Top 5% of Cohort - Degree of Distinction

## **OTHER CERTIFICATIONS**

An avid life long learner - I am constantly exploring new frontiers in fields that amplifies my effectiveness as a marketer. There range from Data science, Analytics, Project management, Programming and Content.

Google Analytics Certification | Google | 2023  
Certified ScrumMaster® (CSM®) | Scrum Alliance | Jul 2022  
Hubspot Content Marketing Certified | Hubspot | 2022  
AI200: Applied Machine Learning | Heicoder | 2021  
Python 3 Programming | University of Michigan | 2021  
From Data to Insights with Google Cloud | Google | 2021  
IBM Data Science | IBM | 2020  
Google IT Automation with Python | Google | 2020  
Social Media Data Analytics | Rutgers University | 2019  
Optimizing a Website for Search (SEO) | University of Carlifornia | 2017  
Python Programmer | Datacamp | 2017  
The Data Scientist's Toolbox | Johns Hopkins University | 2015  
R Programming | Johns Hopkins University | 2015

## **HOBBIES AND INTERESTS**

I enjoy learning and building things I always have a few projects running:

I build and maintain my own blog (Jerykl + wordpress + custom HTML/CSS/JS) with full analytics setup

Fully automated my smart home with a dedicated device running a the HA-Operating system coded to my needs.