

# Alexandria Chew

Performance Marketing Specialist | APAC eCommerce & Media

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Results-driven marketer with 5+ years of experience optimising paid and owned media performance, plus team management experience across search, social, and display. Skilled at building full-funnel eCommerce strategies that balance growth and efficiency, with hands-on expertise in platform optimisation plus creative brand and conversion strategy. Adept at leveraging GenAI to scale sustainable content production, streamline campaign assets, and deliver measurable RoAS gains.

## EXPERIENCE

### **Performance Marketer (APAC) Blood, Singapore**

**April 2023 – present**

- Led full digital funnel paid strategy across Singapore and Malaysia eCommerce marketplaces and DTC website, managing a 6-digit annual budget across Search, Display (Google), and Social (Meta, TikTok, CPAS)
- Drove 90% YoY growth in site traffic and profitable ROAS through calculated optimisation, audience segmentation, organised UTM tracking, and on-platform A/B testing with multi-model attribution
- Owned end-to-end campaign platform execution and media planning, from audience building, in-platform optimisation, performance analysis, to reporting across APAC markets
- Managed onsite and remote APAC creative teams to deliver assets on schedule and implemented scalable content systems, driving a 200% increase in engagement and 15% improvement in conversion rates
- Led paid and organic rollout for Blood's "Periods Aren't Cute" campaign with VML, supporting an Effie-winning launch (Gold & Silver, 2025) and driving measurable brand impact, including +40% product-awareness lift in Singapore and +18 NPS points in Malaysia

### **Digital Marketing Executive Picket&Rail, Singapore**

**January 2021 – April 2023**

- Created monthly social media calendars, monitored customer service standards, designed and published omnichannel content for 11 Facebook pages, 2 Instagram pages, and 13 GoogleMyBusiness locations
- Organic reach increased by 11.3%, visits by 500% and increase in 395% more in followers than competitors
- Trained an 8-person sales team that recruited minimum of 900 sign ups every quarter in 2022
- Produced partnership decks, EDMs, telemarketing scripts, featured collections, and marketing materials to improve customer retention, resulting in a 19% increase in returning customer rates
- Developed product strategy to launch key items on Lazada, Shopee, and Amazon with over 350 SKUs, resulting in 70% AOV increment
- Drove Search traffic source up 30% by and increased website awareness and blog content with attention to SEO and keyword research

### **Communications Intern**

**September 2018 – February 2019**

### **Malaysian Institute of Debate and Public Speaking (MIDP), Kuala Lumpur (Malaysia)**

- Increased student signups by 20% across nine classes with social media campaign management for Open Day 2019
- Increased social media retention by 30% by publishing community-relevant content on a monthly cadence
- Directed strategic partnerships with multiple organizations such as SOLS24/7 as our corporate outreach programme. Collaborated with Ministry of Education (MoE) Malaysia and UNICEF to promote debate as an essential and critical skill for Malaysian students

- Planned and executed public outreach events: Cempaka Public Speaking Championship 2018 and MIDP Nightcap 2019

### **Social Media Executive**

**March 2017 – May 2020**

#### **Craders Hub, Kuala Lumpur (Malaysia)**

- Managed and wrote social media captions and video scripts, advised on creative visual direction with the graphic designer, and executed influencer marketing campaigns for various emerging brands such as The Barn Wine Bar, DeliverEat, One Doc Medical, Glo Damansara, BBQ Chicken, Byme Skincare and SPLAT Asia
- Assistant writer for Haslin Ismail's exhibition at Art Expo 2017 titled "Selfies: A Mixed Media Project" exhibit cards and biography
- Responsible for client servicing, brand management, and small-scale event planning

## **EDUCATION**

### **Bachelor of Mass Communication (First Class Honours)**

**2018 – 2021**

Taylor's University with University of the West of England, Bristol

- 7 times Dean's List Academic Achievement Awards
- Active international competitor for Taylor's Debate Club

## **SKILLS**

Full-funnel omnichannel strategy and execution (digital, e-comm, retail), Data analysis & insight development for channel planning, KPI design, measurement frameworks & performance optimisation, Creative/media brief development using market research and audience insights, Strong presentation, storytelling and stakeholder alignment (internal and external partners)

**Platforms:** Shopify Plus, Google Ads, GA4, Meta Ads Manager, Meta Business Suite, Tiktok Ads, Tiktok Seller Center, Shopee Seller Center, MadgicX, Basics of HTML, CSS, SQL

## **LANGUAGES**

Native English, semi-fluent in Mandarin and Bahasa Melayu

## **EXTRACURRICULAR**

### **International Competitor, Debate (Malaysia)**

**2016 – 2021**

- [Champion of HEP-IPTS Debate Tournament](#) representing HELP University (2017)
- Invited to judge both local and international tournaments across APAC
- Part-time debate couch for various schools and collectives in Malaysia and China