

Twoon Wai Yuen

Marketing Lead | GTM & Growth Strategy | Loyalty & Lifecycle

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SUMMARY

Marketing Lead with 6+ years driving regional campaign strategy across Singapore and Malaysia. Proven track record of managing budgets up to SGD 100k, leading cross-functional teams of 5, and delivering full-funnel campaigns that generated +60% YoY growth. End-to-end ownership from creative development and CRM lifecycle execution to performance reporting and agency coordination.

EXPERIENCE

StashAway Malaysia, K.L. — Assistant Marketing Manager (*Regional*)

OCT 2022 - AUG 2025

- **Product Launch & GTM Strategy (USD Portfolio):** Led end-to-end marketing campaign for a US treasury product. Developed campaign messaging and creative assets based on client research, crafting a 'Wealth Protection' narrative used across email, social media, and landing pages, resulting in a **164% increase** in net deposits post-launch.
- **Brand & Demand Generation Campaign:** Led a **SGD 100k campaign** multi-channel campaign across paid social, KOL partnerships, and press. Developed creative concepts including an interactive Fee Savings Calculator as the campaign centrepiece, and produced ad formats spanning skits, explainers, and exposés. Coordinated agencies and aligned creative across channels to ensure consistent brand messaging, resulting in a **15% reduction in CAC** and increased conversion.
- **Regional CNY Campaign:** Led a cross-functional team of five (social media, design, content) to plan and execute a full-funnel regional campaign across Singapore, Malaysia, and Hong Kong. Managed content pillars, ad creative, and promotional offers from conception to launch. Delivered top-funnel social content, mid-funnel webinars, and bottom-funnel personalized offers, **driving +60% YoY increase in deposits**.
- **Sales & Client Success Enablement:** Developed high-impact digital presentations and structured communication briefs for webinar internal and external stakeholders, including product pitch narratives, client seminar decks, and sales enablement materials. Redesigned key presentation formats, improving clarity for client engagement, enabling sales reps convert live conversations. The resulting webinar series drove **RM469K in new deposits**, nearly 5x the event target.
- **CRM & Lifecycle Marketing:** Planned and executed segmented email and push notification campaigns targeting churned and low-LTV investor cohorts. Developed a 3-part email sequence with layered push notifications and in-app popups, shifting from incentive-led to education-first content. Increased post-campaign retention rates from **<15% to 31%**.
- **Campaign Performance & Reporting:** Built a standardized analytics dashboard and led weekly and monthly cross-functional reviews covering CRM, campaign, paid media, and business metrics across all regions. Produced post-campaign analysis with actionable insights used for future campaign planning, driving a **17% uplift in spend efficiency**.

SKILLS

GTM & Strategy:

Product Positioning, User Research, Competitive Analysis, Sales Enablement, Lifecycle Marketing.

Marketing & Design:

Campaign Planning & Optimization · CRM & Lifecycle Marketing · Partnerships · Event Management · Figma · Semrush · Google Ads · Meta Ads Manager · Emarsys · Metabase · Google Analytics

Product & Analytics:

Product Lifecycle Management · SQL (Basic) · Metabase · Amplitude · Tableau · A/B Testing

Tools & Operations:

Jira · Confluence · Notion · Zapier · Cursor (AI Code Editor) · Whimsical · Process Automation · Business Reporting

LANGUAGES

Writing:

Proficient - English · Malay · Mandarin

Spoken:

Proficient - English · Malay · Mandarin · Cantonese

HOBBIES

Reading · Writing ·
Running ·

Carsome Malaysia, K.L. — B2C Project Lead (Marketing)

JUL 2021 - FEB 2022

- **Product Integration and Co-marketing (eWallet payments):** Spearheaded the B2B2C partnership integration and co-marketing campaign with TNG Digital. Led the technical and commercial alignment to integrate Carsome's services into the TNG app ecosystem, bridging the gap between offline automotive services and digital payments while **unlocking access to TNG's user base and expanding Carsome's market reach by 37%**.
- **Partnership Product Growth:** Executed a joint campaign with a local bank by integrating promo mechanics into our user journey coordinating stakeholders across product, operations, and compliance to deliver a seamless user journey, driving a **300% increase in MoM sales**.
- **Built the team's first integrated campaign reporting framework**, consolidating insights across product, marketing, social, and sales teams to inform Q2 campaign planning.

Shopee Malaysia, K.L. — Key Account Manager (Beverage)

OCT 2020 - FEB 2021

- **Grew beverage brand by 200% MoM growth** by executing on pricing strategy, product assortment, stock planning, and gamified 'Buy & Win' mechanics to drive high-volume engagement among **Millennial and Gen Z consumers** during Year-End Sales.
- **Increased marketing investment by 50%** through planning and negotiation on annual marketing KPI with revenue projection, cost budgeting, performance KPI.

Coca-Cola Malaysia, P.J. — Business Analyst (SG & MY)

AUG 2019 - OCT 2020

- **Product-Market Fit Analysis: Grew Juice category with the launch of a new juice pack** by leading the data and insights team on product market fit, pricing, bundling mechanics, and supply chain planning resulted in **>5% revenue growth**.
- **Sales Enablement & B2B GTM:** Transformed the national sales process by digitizing the B2B pitch deck, standardizing value-selling across the region. Resulted in increased point-of-sale efficiency and was adopted as a best practice in Singapore.
- **Integrated performance and revenue KPI metrics** using Tableau resulted in better precision and efficient reporting reducing time spent on data crunching by **>50%** that expanded to daily use by the senior leadership team.

EDUCATION

University of Wollongong — B.C. Economics & Management

APR 2015 - APR 2018

- **Student Council:** Negotiated scholarship raise for students from 15% to 25%