

## SUMMARY OF QUALIFICATIONS

Results-driven marketing professional with 9+ years of experience in performance marketing, affiliate marketing, marketing operations, and MarTech. Proven ability to drive revenue growth through innovative strategies, marketing automation, and customer engagement. Skilled in aligning technology, processes, and data to achieve measurable business outcomes and optimize marketing performance.

**MarTeck Admin:** Salesforce, Hubspot, Pipedrive, Salesloft, MailChimp, Zapier, Make.com, Webflow, GTM and more.

**Certification:** Google Ads Search, Display, Measurement, Analytics Certification. DemandBase, Advance Lead Generation (LinkedIn)

**Analytics:** GA4, Tableau, MS Excel, Google Looker Studio, Hotjar,

## PROFESSIONAL OVERVIEW

**Senior Marketing Manager – Growth & Operations** | PingPong Global Solutions Inc.

Sept 2023 – Present

### *Key Responsibilities:*

- Owned paid acquisition across Google Ads, Meta Ads, and ABM channels. Built and executed vertical or audience-specific marketing strategies that deliver measurable business outcomes across SMB, mid-market, and enterprise segments that engage high-value accounts and drive significant revenue growth, in close collaboration with sales and cross-functional teams.
- Led and managed the end-to-end marketing technology stack for North America and EU team, overseeing integration and utilization marketing & sales technologies, Manage Salesforce, HubSpot Marketing Hub, Pipedrive, 6Sense, Zoominfo and Salesloft to drive operational efficiency and enhance lead management.
- Directed 3 regional site development & operations, driving key improvements in content publishing, design CMS collection, UX/UI updates, and performance optimization, leading to increased conversion rates by 45%.
- Designed & Optimized marketing automation workflows, enhancing lead nurturing processes and significantly improving conversion rates and overall campaign ROI.
- Managed marketing data analysis and reporting, generate automated reports, providing senior leadership with actionable insights to refine strategy and ensure alignment with business goals. Developed compelling, insight-led narratives that establish PingPong as a thought leader and strategic partner for B2B cross-border payments.
- Spearheaded large-scale SEO initiatives for international site, optimizing website information architecture, collaborate content SEO strategy and technical SEO, which resulted in a 150% YOY increase in organic search traffic and content rankings.

**Marketing Manager – Digital & Technology** | PingPong Global Solutions Inc.

Oct 2021 – Sept 2023

### *Key Responsibilities:*

- Led digital marketing initiatives, including SEM, display advertising, and paid social campaigns, to drive user acquisition, account activation, and ongoing customer nurturing, resulting in a 170% increase in TPV (Total Payment Volume).
- Spearheaded email marketing programs and developed automated campaigns that boosted customer product utilization by 35% and reduced churn by 12%. Enhanced lifecycle marketing strategies to better nurture new customers and improve retention, leading to a significant increase in customer lifetime value (CLV).
- Implemented over 70 marketing automations to optimize marketing and sales operations, streamline customer communication, and deliver personalized messaging, improving efficiency in both marketing and sales operations.
- Collaborated closely with sales and product teams to develop integrated marketing communications campaigns that supported product launches and boosted customer engagement, resulting in improved alignment across departments.
- Drove the adoption of new marketing technologies and platforms, overseeing user training and onboarding processes to ensure effective usage.

**VP of Marketing** | ToLocal Inc.

Jan 2016 – Aug 2021

### *Key Responsibilities:*

- Managed a \$10M annual media buy budget, overseeing multi-channel performance & affiliate marketing campaigns including paid social, and DSP networks, driving over 80% ROI across channels.
- Directed a high-performing 7-member team, leading campaign strategy, execution, and optimization across digital platforms to meet key growth and performance goals.

- Collaborated closely with the Business Development team to align marketing initiatives with company growth objectives.
- Established and optimized key performance metrics to improve lifecycle engagement, retention, and conversion, ensuring continuous campaign performance enhancement.
- Managed relationships with strategic partners and ad networks, affiliate networks, and aggregators negotiating contracts and optimizing ad spend to maximize campaign performance and budget efficiency.
- Oversaw marketing budget allocation and resource management, ensuring optimal use of resources and alignment with broader business priorities to drive sustainable growth.

**Marketing Manager** | ToLocal Inc.

Jul 2015 – Jan 2016

**Key Responsibilities:**

- Led end-to-end campaign execution, including funnel setup, audience segmentation, and performance analysis.
- Optimized advertising and email campaigns through A/B and multivariate testing, driving higher engagement and conversion rates.
- Coordinated and managed tradeshow participation, including booth design, attendee engagement strategies, and post-event follow-up.
- Collaborated with sales and product teams to prepare effective tradeshow presentations and materials, aligning with key product messaging and audience interests.

**CEO Assistant / Marketing Specialist** | ToLocal Inc.

Sep 2014 – Jul 2015

**Key Responsibilities:** Managed the CEO's calendar and ensured seamless communication between management and teams. Oversaw staffing needs, including interviewing, hiring, and training. Assisted the VP of Marketing with task allocation and team coordination. Managed US domestic tradeshow and event logistics from planning to execution.

**Additional Experience:****Research Associate;** Glass, Lewis & Co

Mar 2014 – Jul 2014

**Executive Assistant/International Business Development;** Kingda Pump Industry Group Co Ltd

Jan 2010 – Feb 2011

**Sales Representative;** Sony China

Jun 2009 – Oct 2009

**EDUCATION BACKGROUND****MBA Marketing & Finance;** San Francisco State University (2013)**BBA International Trade;** China University of Geosciences (2009)**KEY AREAS OF EXPERTISE**

- |                                     |                              |                                      |
|-------------------------------------|------------------------------|--------------------------------------|
| ▪ Marketing Automation & OpenAi API | ▪ Technical & On-page SEO    | ▪ User Acquisition/Demand Generation |
| ▪ CRM Management & Integration      | ▪ Content SEO                | ▪ Data Processing Automation with AI |
| ▪ SEM & Programmatic DSP            | ▪ Marketing Ops Optimization | ▪ Learn More at Hi-Daniel.com        |