



Celio Yu



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Former Facebook Marketing Expert Team. Graduated with a Bachelor of Marketing. Possesses a deep understanding of digital marketing methodologies, with a focus on data-driven approaches, creativity, and analytical thinking.

Professional Experience

FXTRADING.com Australia **(Payroll by Delphint Group)** *Dec 2022 – Present*
MARKETING MANAGER

- Plan and implement the comprehensive digital marketing strategy includes Paid Advertising, Social Media Management, Website Optimization, SEO across various channel includes Google, Facebook, Instagram, Youtube and TikTok.
- Allocation of marketing budget across various media channels of Awareness, Traffic and Lead Generation campaign for both Always-on and ad-hoc projects.
- Work closely with designer, copywriter, technology, and data science teams to ensure the quality of work and meet performance result targets.
- Execute data analysis tasks by employing Google Analytics to monitor performance metrics. Analyze data regularly to generate comprehensive reports on a monthly and quarterly basis.
- Measure and report on the effectiveness of all digital initiatives; taking a customer-centric approach to identify new opportunities to increase engagement and results.

PropertyGuru Group *Apr 2022 – Dec 2022*
DIGITAL MARKETING SPECIALIST

- Responsible for creating/managing performance campaigns to target audiences and drive lead generation and conversions across Google, Facebook, Twitter and Thribee platforms.
- Dynamically manage data feeds across media channels.
- Monitor and report on campaign progress and suggest ways to improve and experiment.
- Own the optimization and management process across multiple paid channels, including improvements to campaign structures and targeting.
- Improve audience quality and campaign performance through the implementation of innovative ideas, specifically in scaling campaign operations, creative/technical testing, and experimentation.
- Analyze and report campaign performance using web analytics tools (Google Analytics).

Concentrix

Feb 2020 – Apr 2022

MARKETING EXPERT @ FACEBOOK

- Act as a representative for the official Facebook company, with payroll managed through Concentrix.
- Oversee 150 premium advertisers, with more than 200 ad accounts per quarter, spanning various industries across Taiwan, Hong Kong, Singapore, and Malaysia.
- Evaluate existing marketing campaign strategies of advertisers and recommend solutions to optimize FB/IG ads using online marketing metrics (CPC, CTR, ROAS) for success tracking.
- Efficiently manage ad budget allocation based on advertiser goals.
- Analyze and offer key recommendations for website optimization and creative usage on FB/IG social media, covering awareness, consideration, and conversion phases.
- Conduct content audits (images & videos) to ensure compliance with Facebook Ad Policy requirements and capture audience attention through best practices.
- Achieved as an Outstanding Performance Award on Q4,2021

Apple Vacations & Conventions Sdn Bhd

Dec 2016 – Feb 2020

TOUR LEADER

Further study between the gap

Jan 2016 – Dec 2016

Sri America Sdn Bhd (SA)

Feb 2012 – Jan 2016

SENIOR MARKETING & OPERATION EXECUTIVE

Academic

Bachelor of Business (Marketing)

HELP University

Diploma of Mass Communication

In-House Multimedia College

Others Academic

Google Ads Display Certification / Google Ads Search Certification - Google

The Strategy of Content Marketing, University of California, Davis

Advanced Google Analytics Certification, Google Analytics Academy

The Fundamentals of Digital Marketing, Google Digital Garage

SEO Course, LinkedIn

Language Competencies

English, Bahasa Malaysia, Mandarin

Skills & Knowledge

Excel, Word, Power Point – Microsoft

Google Analytics, Google Ads – Google

Facebook Ads Manager / Business Manager – Facebook (FB Internal Training)

Tik Tok Ads Manager – Tik Tok (Tik Tok Business Learning Center)

LinkedIn Campaign Manager – LinkedIn

Twitter Ads Manager – Twitter

CRM – Salesforce

Awards & Achievements

Outstanding Performance Award – Concentrix