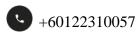
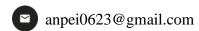


Celio Yu





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 customercentric 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).

#### 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