

Jit Kin Foo

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Professional Summary

I am a digital marketer with 2.5 year of handling various main social media platform and paid media ads Experience, most recently as an Affiliate Marketing Campaign. My area of skill is improving and enhancing **copywriting, social media, email marketing and Facebook / Instagram advertising. Plus, a self- taught Investor** and have the 1 experience in trading stocks / ETFs and bond.

Working Experience

Senior Affiliate Marketing

Lazada | Kuala Lumpur, Malaysia

April 2023 – Present

- **Build and strategise** the entire seller affiliate journey – begin with hunting, incubation, growth and retention.
- **Managed budget of RM100k/monthly and direct it to Hit our FY 2023 target of 300k+ USD in GMV in a month** and achieved the highest growth in Seller Affiliate.
- Handled and managed **Internal and external agency on KOL Marketing** to drive affiliate partners.
- **Plan and formulate strategies CRM Journey** like push notification and email to build a lasting community connection with partner.
- Assist sellers to drive **various seller paid campaign in online ads** through social media and strategy postings using available **AI Tools** to increase brand awareness, traffic and conversion.

Lifecycle Marketing Campaign

MoneyLion Malaysia | Kuala Lumpur, Malaysia

Oct 2022 – Dec 2022

- Managed CRM Journey and able to optimize to **20% app download** by doing a/b test and strategise various incentive planning.
- Improving the **optimization, and management** of our lifecycle management platform, including streamlining and monitoring existing flows, and monitoring performance.
- Able to **collaborate with the content management team** to optimize email copy, push notification and other program-related collateral.

Marketing Executive

Intelligent Earnings Sdn Bhd. | Kuala Lumpur, Malaysia

June 2021 – Sept 2022

- Run over 10+ **Campaigns** and **Roadshows, Events and Media's on press release** for clients like **Amazfit, WUUZ, TicWatch, Black Shark, 360Smart Life Malaysia and ZTE.**
- Managed **RM 300,000 budget** monthly on ads in offline outdoor agency and Meta Ads.
- **Managed** multiple social media accounts - (Facebook & Google) social media accounts.
- Conduct monthly **research** to generate **new marketing campaigns** for the company's products and services like giveaways/quizzes/promotions.
- Handled Google Ads optimization and budgeting to increase overall traffic to clients webstore.
- Generated over **10 million post reach** and had attracted over **1 million of new page follower** a year using **ZTE** social media account.

Education

Sunway University College / Lancaster University

Bachelor's Degree in Business Studies

Major: Marketing

Grade: Grade B/2nd Class Upper

Graduate: Mar 2018 – Mar 2021

Technical Skills

Social media: Proficient in Facebook/Instagram, Tiktok Live.

Tools: Proficient in Buffer, Loomly, Hootsuite, Jira, Asana, Confluence, Segment, Zendesk.

Advertising: Novice in Facebook/Instagram Ads.

Analytic tool: Novice in Periscope Data, Meta Business Tools.

Project

Tiktok Live – Was the first to start a new way in generating sales in the company by going liveselling BlackShark products with a KOL and bring sales during 11.11

Additional Information

Language: English(fluent), Malay Language (near fluent), Mandarin(conversational)