



# Nicole Goh

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## Expertise

- E-commerce & Omni-channel Strategy
- P&L Management & Budgeting
- Merchandising & Inventory Planning / CMS, OMS, WMS
- Digital Marketing / FB CPAS, SEO, SEM, GA, Affiliates
- Data Analysis & Reporting / Power BI, Excel, Power Point
- CRM Solutions/ Salesforce, Hubspot, Mailchimp

## Education

BSc (Hons) in Accounting and Finance,  
Lancaster University (UK)  
Sunway University  
2011 - 2014

## Experience

Bata Malaysia | September 2022 - Present

### E-commerce Manager, Malaysia & Singapore

- **Strategic Growth:** Achieved 114% YoY ecom growth and consistently gained top-ranking positions on Shopee and TikTok. Spearheaded the launch of TikTok Shop in SEA region, and developed in-house capabilities for social selling.
- **P&L Management:** Increased gross profit by over RM0.7 million and lowered operating costs by 20%. Negotiated marketplace trade terms, and achieved 40% savings on marketing spend, which overall led to improved profitability
- **Merchandising Strategy:** Improved sell-through of online exclusive collections by 150% via tactical pricing and competitive analysis. Deployed a differentiated markdown strategy for standard collections, contributing to higher sales margin
- **Digital Marketing:** Optimised top and middle marketing funnel by refining audience segmentation. Achieved 20% increase in conversion rate and 30% reduction in CPC, leading up to 2x growth in ROAS

Shopee Malaysia | August 2020 - July 2022

### Senior Business Development

- **Category Management:** Managed the Shopee Mall footwear category and exceeded targets for key regional accounts such as Timberland, Bata and Clarks. Achieved 30% YoY revenue growth, totaling RM10 million GMV
- **Portfolio Growth:** Developed and executed sales and marketing plans, generating 8-20x ROAS within brand's budgeted CIR. Collaborated with marketing and project teams in designing activations that tactically increase visibility and conversion
- **Data Analytics:** Assisted in achieving 50% increase in availability-to-purchase and reducing return-refund rate of key brands through in-depth analysis. Conducted monthly reviews, focusing on setting and reviewing targets, stocks and promotional strategies
- **Brand Acquisition:** Strengthened the marketplace's competitive position by negotiating favorable terms with new partners. Onboarded 100+ international and local footwear brands within the first five months as brand acquisition lead

Fatfish Ventures | July 2018 - February 2019

### Partnership and Corporate Development

- **Portfolio Growth:** Led the business of online insurance marketplace. Identified high-growth segments and partnered with industry leaders such as Allianz, Tune Protect and Lonpac to achieve 60% sales uplift, through improved product offerings
- **Operational Improvement:** Built a sales dashboard and presented insights to CEO and investors during quarterly review. Set up operational procedures for business development, marketing and graphics, that was replicable across ventures
- **Collaborative Marketing:** Managed brand awareness and user acquisition efforts, including forging a marketing collaboration with AirAsia Big. Achieved over 200,000 impressions and acquired 25% increase in monthly active users

PETC Ltd. | December 2015 - April 2018

### Regional Business Development Manager / Founding Member

- **Product Development:** Launched and scaled the digital networking platform, enhancing relationship building and fund placements for stakeholders in private equity and venture capital sectors
- **Market Expansion:** Directed business expansion plans across Singapore, Indonesia and Australia, leveraging partnerships with venture capital associations and media outlets to facilitate market entry
- **Sponsorship & Revenue Management:** Secured sponsorships from global firms like Marsh, offsetting 50% of operational costs, while enhancing revenue streams through targeted email marketing campaigns and cross-platform media outreach