



Roselind Kang Kai Qi

Senior Performance Marketer

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Professional Summary

Performance Marketing Strategist with 6+ years of experience scaling eCommerce brands across Southeast Asia, the US, and EU. Specialized in Meta, Google, TikTok, and Shopee Ads — driving 2–3x ROAS growth through data-driven creative testing and offer optimization. Skilled in CRO, audience segmentation, performance reporting, and creative production workflows including short-form video editing.

Professional Experience

Senior Marketing Executive

RJ Nutraceuticals Sdn Bhd
Sept 2022 – Present

Focus: Southeast Asia (MY, SG, PH)

- Lead full-funnel performance marketing strategy across Meta Ads and Shopee, scaling monthly sales from **RM300K → RM600K** for a pet supplement brand.
- Manage cross-market ad operations (Malaysia, Singapore, Philippines) with data-driven budget allocation and daily optimization.
- Collaborate with copywriting and video editing teams to develop high-converting ad angles and landing pages, improving CTR and conversion rate by **30%+**.
- Build **reporting dashboards** to streamline tracking of ad spend, ROAS, and creative performance.

Senior Media Buyer

Zestads Limited /
Netdomination Sdn Bhd
Jan 2019 – May 2022

Focus: US & EU Markets

- Led a team of media buyers managing **\$100K+** monthly ad spend across Meta and Google Ads for health and beauty eCommerce brands.
- Achieved **3x ROAS** through structured testing, audience segmentation, and creative iteration.
- Conducted market research to identify new product opportunities across US, and EU markets.
- Designed and optimized landing pages and funnels, improving conversion rates by up to 25%.
- Trained and coached junior buyers to enhance performance consistency and scaling capability.

Researcher - Internship

Institute of Strategic Analysis and
Policy Research
October 2017 – December 2017

- Conducted policy and media research to support data-driven decision-making for government and corporate stakeholders.
- Compiled and presented daily insights and reports used by senior analysts and policy leaders.

Skills & Tools

- Meta Ads (FB + IG) Strategy & Optimization
- Google Ads (Search, Display, retargeting, and conversion tracking setup)
- Shopee & TikTok Shop Advertising
- Creative Testing & Conversion Optimization
- CRO Frameworks (Hypothesis generation, funnel A/B testing)
- A/B Testing & Audience Targeting
- Campaign Budgeting & Performance Analysis
- Dashboard Reporting
- Video Editing

Awards & Recognition

Media Buyer Top Performer – July 2019, Zestads /
Netdomination Sdn Bhd

- Recognized for exceptional ad performance, awarded in my 7th month after joining.

Heart of Dedication Award – 2024, RJ Nutraceuticals

- Awarded for commitment, teamwork, and consistent delivery of marketing results.

Education

Bachelor Degree of Economics (HONS) Financial Economics

University Tunku Abdul Rahman
2015 - 2018
CGPA: 3.2