

KOH Bao Fei

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EXECUTIVE SUMMARY

A highly results-oriented professional with 4+ years in data project management and strategic data initiatives, I excel at translating complex business requirements into actionable tasks for data teams. I oversee data mart deliverables for key metrics, ensuring data accuracy and reliability. My strengths include cross-functional collaboration, proactive issue identification, process optimisation and managing stakeholder expectations, all applied to drive impactful data solutions and enhance data-driven decision-making.

WORK EXPERIENCE

PropertyGuru Group

Marketing Manager, Insights

Apr 2024 - Present

- Developed a foundational reporting infrastructure, serving as a centralised data source to provide real-time, data-driven insights, optimising strategic communications and campaign performance.
- Led cross-functional data alignment initiatives, effectively evaluating business user requirements and translating complex data needs into clear, actionable data strategies for content and fintech teams, enhancing decision-making efficiency by 10%.
- Implemented a unified reporting platform across four markets, streamlining data analysis for a single source of truth for critical key metrics, ensuring accuracy and reliability while reducing reporting time by 30%.
- Managed vendor relations and successfully procured Emplifi, overseeing the integration of a new data source to enhance market insights and inform strategic business decisions, while reducing costs by 50%.

Samsung SDS Asia Pacific Pte Ltd

Performance Marketing Manager

Nov 2022 – Apr 2024

- Led a team of three in planning and executing regional digital marketing strategies, managing project progress and deliverables for key metrics, resulting in a 20% increase in handraiser acquisitions and pre-orders.
- Performed extensive SQL data analysis (20K-30K data points) and A/B testing, proactively identifying issues and gaps in performance data and proposing optimisation solutions through detailed measurement reports.
- Designed comprehensive and user-friendly Power BI dashboards, collaborating with various business users to centralise global acquisition data and ensure key performance metrics effectively supported strategic planning.
- Collaborated with internal teams and external partners to strategise and develop customised solutions, prioritising tasks and managing expectations of stakeholders across different teams to deliver strategic data and communications support.

Zeno Group Singapore

Senior Marketing Analyst

Jul 2022 – Nov 2022

- Led media coverage reporting initiatives, streamlining APAC data measurement operations and ensuring data integrity and accuracy across business units through cross-agency collaboration.
- Spearheaded data-driven measurement and reporting for PR clients, evaluating business requirements for key metrics and designing solutions to enhance campaign evaluation and strategic advisory.
- Designed and managed Looker Studio dashboards, integrating diverse data to provide strategic insights and recommendations, ensuring data logic reflected up-to-date business definitions.
- Conducted comprehensive market research (e.g., GWI, Cision) to proactively identify market gaps and translate insights into actionable recommendations for strategic proposals.
- Mentored a team of four junior analysts, guiding them to enhance their analytical capabilities and drive data-driven innovation in business, effectively managing task prioritisation and skill development.

Marketing Analyst

Jul 2021 – Jun 2022

- Served as the primary source of social media listening insights using Brandwatch, providing critical data and insights to inform client communication strategies and decision-making on key topics and events.
- Built queries, collected both quantitative and qualitative data to deliver data-driven insights for clients' needs.
- Utilised marketing tools to extract research insights and findings for client strategies.
- Organised and presented data through regular and ad-hoc reports, aiding leadership in decision-making.
- Assisted in developing Looker Studio dashboards for five clients (e.g., Lenovo, UPS), visualising key performance indicators to support their communication efforts and reporting.

Digital Marketing and Sales Executive [SGUnited Traineeships]

- Led email marketing campaigns for 23,000+ weekly subscribers, crafting compelling content and optimising performance for a 2.03% conversion rate and \$60.5K in revenue, demonstrating success in scaling acquisition opportunities.
- Built and managed five strategic retail partnerships, attracting qualified new users and growing customer base by customising product offerings and expanding market reach.
- Contributed to web and SEO initiatives by developing effective SEO strategies, optimising keywords for a 10% organic traffic increase and improved search rankings.

**Singtel Digital Media, HungryGoWhere
Marketing and Editorial Content Intern****Jan 2020 – Jun 2020**

- Successfully managed EDM campaigns targeting 200,000+ weekly subscribers, driving increased conversions and revenue.
- Authored editorial lifestyle articles, including food reviews and listicles, resulting in 12,000+ page views and 50% monthly unique user growth.
- Demonstrated exceptional performance, earning recognition from the Director of Product Marketing and promoted to lead the full portfolio within third month of internship.

**Zeno Group Singapore
Digital Intern****Jan 2019 – Jun 2019**

- Managed key campaigns for Shiseido/NARS Cosmetics, serving as a liaison for media buying and ensuring seamless client-agency project coordination.
- Conceptualised and executed monthly content calendars for client social media platforms, achieving a 30% increase in page views.
- Introduced a customer engagement approach as Community Manager for client's Facebook, maintaining a 100% response rate within 24 hours.
- Recognised for commendable performance by the Managing Director, leading to promotion from trainee to full team contributor within three months.

CERTIFICATIONS

Adobe**Issued Apr 2023**

Adobe Analytics Skills Program 2023 with hands-on activities

LinkedIn**Issued Jan 2022****Expires Jan 2024**

LinkedIn Marketing Strategy (Credential ID: a8onzwi49zg9)

Google Digital Garage**Issued Dec 2021**

The Fundamentals of Digital Marketing (Credential ID: P78 PGU L7T)

EDUCATION

Singapore University of Social Sciences**Jul 2020 – Oct 2020****CET Certifications**

- MKT541: Digital Branding
- MKT551: Platform Strategy
- MKT555: Social Media Marketing in Practice

Bachelor of Science in Marketing (Honours: Second Lower)**Jul 2020 – Oct 2020**

- Minor in Communication

SKILLS AND INTERESTS

- Languages: English & Mandarin (Fluent)
- Data Analytics & Insights: Power BI, Looker, Tableau, Looker Studio, Adobe Analytics, Google Analytics
- Social & Market Intelligence: Emplifi, Brandwatch, Global Web Index
- Interests: Kayaking, swimming, bouldering