

AMANDA LIM QI YIN

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EDUCATION

National University of Singapore - Bachelor of Business (Marketing and Technopreneurship)

08/2016 to 05/2020

- NUS Business School Colours Award (GOLD)
- NUS Overseas College (NOC) - New York Batch 11 (01/2019 to 12/2019)
- Beginex Semi-Annual Design Hackathon (2019) - Overall Winner and Most Innovative

EXPERIENCE

Meltwater

Enterprise Pre-Sales Consultant - APAC

08/2021- Present | Singapore – www.meltwater.com

- Consistently exceeds quarterly ARR quota of 500k SGD
 - Q3/21 200% quota
 - Q4/21 200% quota
 - Q1/22 300% quota
- Manage a consistent pipeline of inbound and self-sourced leads to identify, engage, and develop relationships with potential buyers using MEDDPIC.
- Spearheads all tender processes for enterprise leads in the SEA market and Whole-of-Government Singapore, through the formulation of curated RFX proposals and quotations, generating qualified warm leads progressing to discovery and contract stages.
- Engineers technical trials and present sales demos to prospects through the buyer's journey to help them learn how Meltwater can grow their business.
- Effectively restructured presales processes and tracking of deals, thereby reducing time spent on manual tracking for reporting

B12

Marketing Manager

01/2020- 07/2021 | Remote in Singapore – www.b12.io

- First remote hire in Singapore
- Created, tested, and finalized sales demo deck used by all Account Executives (AEs) during demo calls.
- Developed and launched the Digital Health Check tool that helped AEs close higher MRR deals.
- Spearheaded new sales reporting dashboards from Salesforce to improve visibility in daily sales target performance. Supported CRM data migration from HubSpot to Salesforce.
- Led conversion-optimized A/B tests on banners, popups, and chatbots. Increased engagement rates by 7x, demo set rates by 60%.
- Crafted email nurtures for MALs using HubSpot and Outreach for SDRs.
- Managed budgets and analyzed data from new marketing channels such as Bark, Thumbtack, and Capterra to generate new leads, resulting in the lowest cost per lead (CPL) channels. Created weekly and monthly reports for improved visibility.
- Executed SEM and Retargeting campaigns on Google Ads.
- Launched new middle-of-funnel go-to-market initiatives including customer public references, use cases, and joint webinars with key partners for the sales teams. Developed processes and creation of the website gallery.
- Improved review management platform management that increased ratings by 50%

Marketing Intern

01/2019- 12/2019 | New York City – www.b12.io

- Directed social media team and increased organic following by 155% on all social platforms such as Facebook, Twitter, and Instagram in 1 year. Analyzed and curated new ad creatives through A/B testing.
- Provided in-depth competitor research on website design companies in the US.
- Realized 40% increases in traffic month over month by authoring three successful SEO strategies - leveraging high-domain-authority websites to build an extensive guest post and backlink network, content creation through keyword research that now drives a 200% increase in organic traffic to our site.

Munch Technologies

Junior Product Manager

05/2018 to 08/2018 | Singapore - www.munch.app

- Developed new product features (i.e. Feed and Home tabs) by analyzing user findings and running design sprints whilst communicating with the design and tech teams Collaborated and sought partnerships with food bloggers as content providers.

StyleHaul

Digital Marketing Intern

11/2017 to 01/2018 | Singapore - www.stylehaul.com

- Assisted campaign managers in social media reports with analysis from YouTube and Instagram. Analyzed social media sentiments posted on Instagram for SKII's new promotional campaign and increased engagement rates by **20%**. Collaborated with potential influencers in Indonesia for Maybelline's products.

Proteach

Teacher

03/2016-10/2016 | Singapore

- Responsible for leading classes of 20 from Primary 1-3 in Mathematics and Physical Education

SKILLS AND TOOLS

- Languages: English and Mandarin, currently learning Korean and French
- Technical Skills: Hubspot, Salesforce, Scrum Method, Lean Methodology, Ahrefs, Microsoft Office, and Metabase, Asana, Adobe Photoshop, Adobe Premiere Pro, Adobe After Effects, Adobe Illustrator, Adobe Audition, Adobe XD, and Figma
- Interests: Reading, Street Jazz Dance, Formula One, Crafting Spotify Playlists, Learning New Languages