Sai Heng PEI

A tech enthusiast and digital marketer with a passion for building great products.

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Relevant Experience

Soho.com.au

Product Operations Manager   Feb 2022 – Dec 2022
Digital Marketing Manager   Mar 2021 – Dec 2022
Digital Marketing Specialist   Mar 2017 – Mar 2021

Product Operations
- Established product-market fit and go to market strategies
- Work with the product team and developers to set the product direction and roadmap.
- Assist the business team with creating and automating their sales pipeline on Pipedrive.
- Set up and maintain product support workflows, automations and handling advance support issues.
- Work with tech lead to determine tech stack and platforms to use.

Marketing and Data Analytics
- Analysis marketing data to identify opportunities and gaps in customer lifecycle journey.
- Create and manage ETL of several data pipelines across our Postgres DB and Big Query data warehouse using Segment and Hevo.
- Create events tracking on web and mobile apps.
- Create and maintain weekly, monthly and ad hoc reports for management and other departments using data visualisation tool Mode Analytics and Hooker Studio (formerly known as Data Studio).

Engagement (Activation and Retention)
- Set up and manage lifecycle email and push notification campaigns using Zendesk Connect (formerly Outbound.io) and subsequently transiting to GetVero.
- 40% average monthly retention rate for mobile apps

Performance Marketing
- Set up, manage and optimise performance marketing campaigns on Facebook, Google and other ad partners. Worked directly with Facebook and Google as ad partners.
- Audience segmentation and incrementality testing.
- Managed mid 5 figure monthly budget.

SEO
- Plan, manage and organise content production workflow. Liaise with external vendors for SEO services and campaigns.
- 5,300% increase in organic monthly active users in 1 year period.
- Build and maintain our WordPress instance.
- Optimise on-page SEO.

AdParlor in Asia Pacific   Marketing Analyst   Sep 2016 – Dec 2016

Optimising Cost Per Lead - Work with the marketing team to constantly formulate the best offline and online channels to consistently generate marketing qualified leads for the sales team.

Lead Nurturing - Using HubSpot to nurture leads to be ready for sales by sharing appropriate content that solves their pain point. Created various activation funnels using HubSpot's workflows.

Reporting - Creating and running reports using Salesforce to track the leads to opportunities pipeline and find the most effective marketing channels.

TradeHero   Digital Marketing Specialist   Oct 2013 – May 2015

Mobile Acquisition (SEA and China) - Work with ad networks to optimise ad campaigns for the SEA region and China. Worked mostly on CPA and retargeting campaigns.

Email Marketing - Set up email marketing automation with drip campaigns for onboarding and re-engaging users

In-app Marketing - Create and optimise in-app marketing campaigns using Urban Airship.

Mobile Analytics - Used Localytics, Flurry and Google Analytics to measure campaigns efficacy and analyse cohorts by tracking churn rates and app usage behaviour.

Data Analytics - Use SQL to query databases for more in-depth user analysis and user behaviour of the app

Achievements

Successfully built and scale the 3rd largest real estate app in Australia from ground up.

Managed a 5-figure monthly advertising budget to successfully roll out and optimise performance ad campaigns which had a CPC and CPA below industry standards.

Attained a WAU/MAU rate of 40% on mobile apps.

Improve organic traffic by over 500x in a 1-year period.

Saved AUD$10,000 per month optimising technology infrastructure.

Skills

Project Management, SEO, Performance Marketing, Marketing Automation, Email Marketing, Data Analytics

Tools and Platforms
Google Analytics, Google Search Console, Google Ads, Facebook Ads, Segment, Mode Analytics, BigQuery, Looker Studio, Hubspot Marketing, GetVero, MailChimp, Figma, Pipedrive, Firebase, AWS, Google Cloud Console

Programming Language
JavaScript, TypeScript, Golang, SQL, HTML, CSS

Education

Murdoch University
Bachelor, Mass Communication; Public Relations & Journalism

Singapore Polytechnic
Diploma, Media and Communication