



Carmen Cheah

Marketing professional with agency and in-house experience, blending consumer lifecycle management, creative brand strategy and digital execution.

LINKEDIN
linkedin.com/in/carmencky

PORTFOLIO (Agency Creative Work)
carmencheah.com

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Skills



Subscriber Lifecycle Marketing
(Engagement, Retention)



Creative Conceptualisation
and Copywriting



Client Servicing



Brand Strategy Pitches

Software

- Emarsys
- Tableau
- Google Analytics
- Qualtrics
- Meta Business Suite
- Locowise
- Sysomos

Awards

2019/2020/2021

**GOLD Content Marketing
Agency of The Year**
+ Local Hero Award

2020/2021

**GOLD Social Media Marketing
Agency of The Year**
+ Local Hero Award

2019

**BRONZE Content Marketing
Agency of The Year**
+ Local Hero Award

**BRONZE Social Media
Marketing Agency of The Year**
+ Local Hero Award

Languages

- English
- Mandarin

Work Experience

Sep 2022 —
Present

SPH Media, Singapore

**Assistant Marketing Manager,
Consumer Lifecycle Marketing,
Digital News**

- Led end-to-end consumer marketing strategies for **The Straits Times**, driving retention and engagement initiatives that **improved churn rates by 12% and contributed to +4% YoY digital subscription growth**.
- Cross collaborated with editorial, data, martech, and creative teams to deliver scalable automated subscriber-facing initiatives, onboarding journeys, rewards campaigns, and engagement newsletters. **Achieved above industry average eDM open rates of >45% open rate**.
- **Pioneered print-to-digital conversion campaigns with high performing conversion rates up to 11.7%**. Campaign was featured in INMA Asia's Subscription Future webinar.
- Defined audience segmentation and campaign roll-out strategies for lifecycle communications, ensuring alignment with acquisition, engagement, and retention goals.
- Developed and implemented integrated marketing campaigns across eDM, print, digital, and direct mail, leveraging data insights and A/B testing to influence consumer sentiment and subscription behaviour.
- Applied marketing analytics to optimise targeting, refine churn risk models, and establish testing frameworks across the subscriber journey, enhancing campaign efficiency.

2019 —
2020

Meet Isaac Pte Ltd, Singapore

Senior Social Media Specialist

Accounts Serviced: Guardian SG, MERZ Aesthetics, Changi Airport Group, Income Eco Run, Hasbro SG, SPH Buzz, Crystal Jade SG, Illumi Run SG/MY, SCSM x Under Armour SG

- Secured new regional business by leading successful brand pitches with a >95% win rate, expanding agency footprint into APAC markets with a medical aesthetics company. Lead regional brand social marketing strategies.
- Led integrated marketing campaigns combining social, digital, PR, and influencer engagement to shift consumer perception and deliver strong business results (e.g., +99.5% FB engagement and +92.3% fan growth in 9 months for FMCG client).
- Collaborated with creative, media, and analytics partners to define campaign KPIs, audience targeting, and performance optimisation across multiple markets.
- Mentored and trained junior specialists, strengthening team capability in analytics, social strategy, and client servicing.



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Work Experience

2018 —
2019

Meet Isaac Pte Ltd, Singapore

Social Media Executive

- Spearheaded brand storytelling and consumer engagement strategies across FB/IG for multiple clients, integrating creative content with performance-driven paid media campaigns.
- Managed digital advertising budgets, audience targeting, and optimisation, achieving an 89% lift in online registrations for Income Eco Run.
- Partnered with PR agencies and influencers to co-create consumer engagement campaigns that extended reach and improved brand visibility.
- Produced insights-driven reports and applied analytics to refine brand strategies and improve consumer engagement across campaigns.

Shadow Experience

Jan 2021 —
Nov 2021

Lee Clinic, Singapore

Doctor's Assistant

(Took a year off to explore an alternative career path.)

- Clinical shadowing experience performed under Dr Priscilla Lee, with patient observation.
- Responsibilities include patient triage, medicine dispensing, and assistance in the administration of COVID-19 vaccinations and GP medical cases.

Education

2017

**BSc (Hon) Business & Management with 1st Class Honours
University of London International Programmes, SIM GE**

Class of 2017

Jul 2014

London School of Economics & Political Sciences

Summer Session '14

Jul 2013

University of California, Berkeley

Summer Session '13