

# FOONG WEI KIT

Digital Marketing Specialist · Bilingual (EN/CN) · 0 → 18M+ views

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## SUMMARY

Digital marketing specialist with **6+ years** of hands-on experience across paid advertising (Meta, Google, TikTok, Xiaohongshu), e-commerce, content production, and brand marketing — running **bilingual (EN/CN) campaigns** across both Western and Chinese platforms. Currently drive end-to-end marketing for a Singapore salon group while independently managing **15+ client ad accounts** as a freelance consultant — building one brand from zero to **18M+ organic video views** in under 6 months. Combine performance marketing with **AI-powered workflows** to ship faster and prove ROI with data.

## CORE COMPETENCIES

<b>Paid Advertising</b>	Meta Ads (Facebook/Instagram), Google Ads (Search/Display), TikTok Ads, Xiaohongshu (RED)
<b>Analytics &amp; Tracking</b>	GA4, Meta Pixel & event tracking, conversion attribution, campaign reporting & ROI analysis
<b>E-commerce</b>	Shopify, WooCommerce, Lazada, WordPress, Wix — store setup, listings, promotions, CRO
<b>Content &amp; Creative</b>	Copywriting (EN/CN), Adobe Photoshop, Premiere Pro, photography, videography, livestream hosting
<b>AI &amp; Automation</b>	AI-assisted content, landing page & short-form video production; automated ads reporting dashboards (Meta Graph API); ChatGPT / Claude workflows

## WORK EXPERIENCE

### Marketing Executive

Aug 2021 – Present

*J's Salon Pte Ltd | Singapore — premium hair & beauty salon group*

- Own **end-to-end online & offline marketing** as the sole marketer — scope grew from social media execution to the **full marketing function** (strategy, budgeting, e-commerce, events, partnerships), reporting directly to the founder.
- Run **paid campaigns across Google, Facebook/Instagram, TikTok and Xiaohongshu** — Meta campaigns reached **93,000+ local consumers** at an average CPC of **SGD 0.74**; grew the brand's Facebook community to **10,000+ followers**.
- Delivered flagship events end-to-end — a charity gala raising **SGD 102,000** for SAMH, and a VIP evening with **Kérastase, SkinCeuticals & Shu Uemura** generating **SGD 40,000 sales** from 30 guests.
- Managed **stakeholders across brand partners, vendors and influencers** — collaborations with well-known personalities (incl. Jamie Yeo) and partnerships with L'Oréal, Krisflyer and Millennium Group.
- Produce all creative in-house — copy, design, photography, video and livestreams — and spearheaded the **company website redesign**.

### Freelance Digital Marketing Consultant

2025 – Present

*Klick Start Media | Singapore (independent practice, alongside full-time role)*

- Manage **Meta ad campaigns and reporting for 15+ SME client ad accounts across Singapore and Malaysia** — property, renewable energy, F&B, fashion, wellness and hospitality — media buying, creative direction and budget optimisation.
- A/B tested **bilingual (CN/EN) ad creative** for a KLCC property campaign — cut cost per lead by **45%** vs the English-only variant.
- Built a **real-time ads reporting dashboard** on the Meta Graph API (live performance, spend control, bilingual weekly reports) and run an **AI-assisted production pipeline** that cuts creative turnaround from days to hours.
- Grew an automotive-accessories e-commerce brand **from zero in under 6 months** — **18M+ organic video views** across TikTok, Facebook & Instagram (top video **3.3M views**), **11,900+ Facebook followers**, and Meta campaigns generating **375 sales enquiries at ~RM4 each**.
- Grew the agency's own Instagram **solo** to **1.3M+ views** and **686K reach in 90 days** — **98.3%** from non-followers, pure organic discovery.

## Digital Marketing Executive

Apr 2021 – Aug 2021

Fengshui World Pte Ltd | Singapore

- Designed and ran **Google, Facebook & Instagram campaigns** (SGD 500–1,000/month), improving visibility and lead generation while reducing cost per click.
- Maintained the corporate **WordPress site** and **Lazada/Shopify stores**; hosted Facebook Live sales events and produced campaign creatives.

## Digital Marketing Executive

Jan 2021 – Mar 2021

Modern Beauty Salon | Singapore

- Managed content writing, design, video editing and **Facebook/Instagram campaigns**; applied SEO and Google Ads to lift search visibility.
- Built landing pages on **WordPress** and set up **Messenger auto-reply flows**; coordinated livestreams to grow brand exposure.

## Sales & Marketing Executive

Oct 2019 – Dec 2020

Dream Land Production | Malaysia

- Consultative selling of tailored marketing solutions; managed client campaigns of **RM 8,000–10,000/month** across Google Ads and Facebook Ads, improving ROI.
- Built partnerships with **iProperty, Tiara Desaru and JB Go Where**; managed influencer/ambassador engagements and Facebook Live events, securing repeat business.

## SELECTED EVENT MARKETING HIGHLIGHTS

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- **Singapore HanWang Forum – The Green Renaissance** (2024): branding & communications; covered by Mediacorp CAPITAL 958 ([news](#) · [interview](#)).
- **2nd HSBC NYAA ITE–SMEs Sustainability Initiatives** (2023): SME carbon-reduction training project, published in the [official e-book](#) (p.118).
- **HanWang Forum** (2023): international forum, 100+ participants from 5 regions ([news](#)).
- **Meditation Course Event** (2023): organised cross-border wellness event for 65+ learners – full marketing and event coordination.

## CERTIFICATIONS

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- **Meta Certified Digital Marketing Associate** (2023)
- **Google Ads Search Certification** – Google Digital Academy (2023)
- **Google Ads Measurement Certification** (2023)
- **The Fundamentals of Digital Marketing** – Google Digital Garage (2023)
- **ITE Train-the-Trainer** – 5 modules: curriculum design, OJT programme, facilitation, assessment & coaching (2021–2023)

## AWARDS

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- **Operational Excellence Award** – Singapore Police Force, National Service (2019)
- **Project Team Award** – Singapore Police Force, National Service (2019)

## EDUCATION

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### Diploma in Business Administration

Sunway College | Johor Bahru · 2015 – 2017

### Sijil Pelajaran Malaysia (SPM) – ‘O-Level’ equivalent

SMK Taman Megah Ria | Masai, Johor · 2014

## LANGUAGES

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**English** – Professional Working Proficiency    **Mandarin** – Native    **Malay** – Professional Working Proficiency