

WINNIE CHAN

GLOBAL PERFORMANCE MARKETING |
B2B SaaS | GROWTH & STRATEGY



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I am a Senior Performance Marketer who speaks both "Creative" and "Commercial". With 10+ years across Global B2B SaaS and B2C agency roles, most recently at Sinch, I focused on ensuring global campaigns translated into local results.

I build campaigns that tell a good story and hit the revenue target.

EXPERIENCE

SENIOR MANAGER, GLOBAL PERFORMANCE MARKETING

Sinch

11/ 2022 - 01/2026

- Designed the global campaign strategy for Sinch Enterprise, taking high-level business goals and turning them into sharp creative briefs that the **US, APAC, and EMEA** teams could actually use.
- Sat between Product, Sales, and Regional Marketing to ensure global campaigns made sense locally. I focused on adapting the message to drive real pipeline rather than forcing a 'one size fits all' approach.
- Own the "always-on" growth engines across Paid Search, Social, and Content Syndication. Reduced Cost Per Lead (CPL) while increasing lead quality scores.
- Shifted reporting focus from 'Leads' to 'Qualified Pipeline,' partnering with Sales team to improve lead acceptance rates.

PAID MEDIA & STRATEGY DIRECTOR

GrowthOps

07/2020 - 11/ 2022

- Managed a team of 6 specialists, prioritising their professional development and shifting the team's focus away from 'gut feel' and towards hard performance data.
- Oversaw a \$1M+ annual media spend, helping clients pivot quickly during COVID-19 to achieve a 40% revenue increase while their competitors were pausing activity.
- Owned the digital strategy for Tier 1 accounts (like Lendlease, ghd, and The Australian Ballet), advising their Executive teams on exactly where to allocate budget for the best commercial return.

● **SENIOR CONSULTANT, PAID MEDIA**

GrowthOps

08/2016 - 07/2020

- Fast-tracked to Senior Consultant in just nine months by delivering consistent campaign wins and securing long-term client retention.
- Ran the full paid media stack for major retail clients like Harvey Norman and Tefal, managing everything from the initial strategy down to the daily optimisation.

● **DIGITAL MARKETING SPECIALIST**

Klyp.co

08/2015 - 08/2016

- Delivered SEM, SEO, and Paid Social solutions for a diverse roster of SME and mid-market clients.

● **ADVERTISING SPECIALIST**

Sensis

04/2014 - 08/2015

- Led the implementation of Facebook Ads campaigns for Yellow Pages clients, establishing the framework for a new revenue stream.

● **PROJECT CO-ORDINATOR**

Cartel Communications

11/2010 - 03/2014

EDUCATION

MASTER OF BUSINESS (LAW)

Monash University

12/ 2009

BACHELOR OF MARKETING

Monash University

12/ 2008

TECHNICAL SKILLS

Ad Platforms:

Google Ads (Certified), LinkedIn Campaign Manager, Meta Business Suite, Reddit Ads, StackAdapt, 6Sense

CRM & Automation:

Salesforce, HubSpot

Tools:

Asana, Jira, Slack, Figma (Basic), Canva.

Analytics:

Google Analytics 4 (GA4), Tableau, Excel (Advanced)

REFERENCE

AVAILABLE UPON REQUEST