

WINNIE CHAN

GLOBAL PERFORMANCE MARKETING LEAD | B2B SAAS



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Melbourne, 3068

Senior Performance Marketer with over 10 years of experience driving revenue for high-growth tech and enterprise brands. I bring a commercial mindset to performance marketing, managing significant media budgets with a strict focus on ROI and efficiency. I combine high-level strategy with hands-on execution, ensuring paid media, automation and creative work together to deliver tangible business outcomes.

EXPERIENCE

SENIOR MANAGER, GLOBAL PERFORMANCE MARKETING

Sinch

11/ 2022 - Present

- Managed a multi-million dollar annual marketing budget, holding full accountability for ROAS and pipeline targets across **APAC, EMEA** and the **US**.
- Led cross-functional campaign pods (Product, Sales, Design) to deliver integrated global campaigns on strict timelines using Asana.
- 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

- Led a high-performing team of 6 specialists, fostering a culture of data-driven excellence and professional development.
- Managed a high-value portfolio (AUD\$1M+ media spend), achieving a 40% YoY revenue increase for clients during COVID-19.
- Served as the primary digital strategist for top-tier accounts (Lendlease, ghd, The Australian Ballet), advising C-suite stakeholders on digital transformation and investment allocation.

<ul style="list-style-type: none"> ● SENIOR CONSULTANT, PAID MEDIA GrowthOps 08/2016 - 07/2020 	<ul style="list-style-type: none"> • Promoted from Consultant to Senior Consultant within nine months due to exceptional campaign performance and client retention. • Led end-to-end paid media execution for key clients including Harvey Norman, Tefal
<ul style="list-style-type: none"> ● DIGITAL MARKETING SPECIALIST Klyp.co 08/2015 - 08/2016 	<ul style="list-style-type: none"> • Delivered SEM, SEO, and Paid Social solutions for a diverse roster of SME and mid-market clients.
<ul style="list-style-type: none"> ● ADVERTISING SPECIALIST Sensis 04/2014 - 08/2015 	<ul style="list-style-type: none"> • Led the implementation of Facebook Ads campaigns for Yellow Pages clients, establishing the framework for a new revenue stream.
<ul style="list-style-type: none"> ● PROJECT CO-ORDINATOR Cartel Communications 11/2010 - 03/2014 	
<ul style="list-style-type: none"> ● SEO INTERN myzerr (no longer exists) 02/2010 - 11/2010 	

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 Analytics: Google Analytics 4 (GA4), Tableau, Excel (Advanced)	Tools: Asana, Jira, Slack, Figma (Basic), Canva.

REFERENCE	
AVAILABLE UPON REQUEST	