

# Joseph Sian Gou Wei

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## EXPERIENCE

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### Advertising Solutions Architect, Apps & Measurement

Jul. 2022 – Present

*Google*

- Served as the primary point of contact for professional services in the Malaysia market, enhancing client engagement and improving service delivery.
- Delivered cross-functional support to Commercial, Product, and Operational teams, enhancing collaboration and streamlining processes to improve overall efficiency.
- Analyzed clients' challenges and developed tailored solutions, resulting in improved client satisfaction and enhanced operational efficiency.
- Developed expertise in App and Measurements products, providing guidance and support to both the internal local team and clients, resulting in improved product understanding and enhanced client satisfaction.
- Lead multi-quarter technical projects by collaborating closely with cross-functional internal and external teams of technical and non-technical members. One of the largest projects enabled growth of a 5 million USD client budget.
- Act as a trusted advisor to both internal and external clients, fostering strong relationships that enhance collaboration and drive successful outcomes.

### Founder & Photographer

Jan. 2009 – Present

*Jubilant Media Photography & Videography Service*

- Delivered professional photography services for events, weddings, ROMs, and portraits, capturing memorable moments that enhance client satisfaction and preserve cherished memories.
- Expanded business offerings to include videography and photo booth services, successfully addressing diverse client needs and enhancing overall service portfolio.
- Led a team in Malaysia and Singapore, enhancing collaboration and productivity across regions.
- Executed targeted marketing campaigns, resulting in increased brand awareness and engagement.
- Showcased offerings on Instagram, enhancing brand visibility and engagement through strategic content curation.

### Sales Engineer

Sep. 2020 – Jul. 2022

*Liftoff Mobile*

- Established processes and a collaboration program for the APAC commercial team and Sales Engineer team, enhancing teamwork and operational efficiency.
- Launched a new product that generated over 1.5 million USD in revenue during the first quarter and promoted its adoption in the EMEA market.
- Provided cross-functional support to Commercial, Product, and Operational teams, enhancing collaboration and streamlining project workflows.
- Delivered presales support to potential and existing clients, facilitating upselling opportunities that enhanced customer engagement and increased revenue.
- Provided product expertise to the internal local team and clients, enhancing their understanding and application of products.
- Served as the inaugural Sales Engineer in APAC, successfully managing the China, Korea, Japan, and Southeast Asia markets, leading to improved regional sales performance and enhanced client relationships.
- Developed Tableau dashboards for internal teams, enhancing data visualization and improving decision-making processes.

### Technical Solutions Engineer

Jan. 2019 – Sep. 2020

*Criteo*

- Managed the technical relationship with clients, leading to improved satisfaction and streamlined communication.
- Developed innovative solutions to address client issues, resulting in improved client satisfaction and enhanced problem resolution efficiency.
- Collaborated with cross-functional teams to identify opportunities for account development, resulting in enhanced growth of existing client relationships.
- Developed internal tools that improved team efficiency by streamlining workflows and reducing time spent on repetitive tasks.

- Proposed, architected, and led solutions, tools, and projects that improved operational efficiency and enhanced team productivity.
- Facilitated the implementation of Criteo technology for clients, enhancing their advertising efficiency and campaign performance.
- Assessed clients in the presale stage, leading to improved client understanding and increased conversion rates.

## **Digital Manager**

Jan. 2018 – Dec. 2018

### *Your Mama*

- Served as a founding member of a startup, architecting a digital solution for a complex meal subscription service, which included conceptualizing the solution, gathering requirements, managing vendors, and conducting testing, resulting in improved service efficiency.
- Developed and implemented a comprehensive digital marketing strategy, including Facebook marketing, Google Ads, and SEO, which became a key driver of growth.

## **Digital Project and Account Executive**

May. 2016 – Mar. 2018

### *CPR Vision Management*

- Led a team of offshore developers, conducting monthly visits to the offshore office to enhance collaboration and project outcomes.
- Defined and scoped web project requirements, resulting in a clearer project vision and improved stakeholder alignment.
- Conducted UX and UAT testing, enhancing user satisfaction and ensuring product reliability.
- Cultivated strong client relationships as a liaison between clients and the company, leading to the identification of new business opportunities.
- Managed multiple clients, including Asia Pacific Brewery, Daimler, and Millennium Copthorne, resulting in improved client satisfaction and strengthened business relationships.
- Configured Google Analytics for multiple websites, enhancing data tracking and improving site performance analysis.
- Managed and provided strategic advice on CRM initiatives for clients, including the Millennium Copthorne membership program and Asia Pacific Brewery brands, resulting in enhanced customer engagement and improved campaign effectiveness.

## **Digital Project Bank Executive**

Jun. 2015 – Dec. 2015

### *DBS Bank*

- Developed the DBS Fastrack Mobile Application, enhancing user engagement and improving transaction efficiency.
- Led the FasTrack application, resulting in improved user engagement and streamlined processing efficiency.
- Oversaw and executed a proof of concept for DBS FastTrack, resulting in enhanced project feasibility assessments and increased stakeholder engagement.
- Executed user acceptance testing, ensuring software functionality met user requirements and enhancing overall product quality.
- Collaborated with the technology team to implement bug fixes and enhancements, resulting in improved system performance and user satisfaction.
- Developed the DBS Lifestyle Mobile Application, enhancing user engagement and streamlining access to lifestyle services.
- Managed the DBS Lifestyle project, overseeing various campaigns including Dining Campaign 2 and Travel Revolution, resulting in enhanced engagement and improved campaign performance.
- Collaborated with the technology team to implement enhancements and resolve bugs, resulting in improved system performance and user satisfaction.
- Executed UAT testing to identify software issues, ensuring enhanced functionality and improved user satisfaction.
- Facilitated the seamless operation of the application, resulting in improved user satisfaction and reduced downtime.

## **Mobile app and PHP developer**

Mar. 2013 – Aug. 2013

### *Singapore Polytechnic*

- Enhanced and developed mobile applications, resulting in improved user engagement and satisfaction.
- Developed and implemented various PHP projects, enhancing functionality and user experience.
- Utilized Java, PHP, MySQL, JSON, and JavaScript to develop and enhance web applications, resulting in improved performance and user experience.

## EDUCATION

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<b>Murdoch University</b> <i>Bachelor of Commerce - BCom, Marketing and Web Communication (Double Majors)</i>	2017
<b>Singapore Polytechnic</b> <i>Specialist diploma in Data science(Artificial intelligence), Artificial Intelligence</i>	2022
<b>Singapore Polytechnic</b> <i>Diploma in Business Information Technology, Business information technology</i>	2013

## SKILLS

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### Technical Skills

project management, consultation, machine learning, AI, marketing technology, programming, cross-functional support, technical solutions, digital marketing, vendor management, requirement gathering, team management, relationship building, problem solving, data analysis, UAT testing, Java, PHP, MySQL, JSON, JavaScript