

Alicia Tan

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Summary: Digital marketing lead with 5+ years driving SEO/SEM strategy, paid media, and content.

Skills (Hard): SEO, SEM, Google Ads, Meta Ads, GA4, Google Tag Manager, Looker Studio,

HubSpot, CRM Automation, A/B Testing, Keyword Research, Content Strategy,

Email Marketing, Marketing Analytics, SQL (basic)

Skills (Soft): Stakeholder management, copywriting, creativity, problem solving

Experience:

- Senior Digital Marketing Executive, MyEduTech Sdn Bhd (2019-2023)

- Grew organic traffic +120% YoY via technical SEO and content calendars

- Managed RM300k/yr Google Ads; improved ROAS from 2.1x to 3.8x

- Built dashboards in Looker Studio; implemented GA4 + GTM event tracking

- Marketing Analyst, CloudRetail (2017-2019)

- Ran A/B tests on landing pages; increased CVR +24%

Education: BBA (Marketing), TAR UMT, 2017

Certifications: Google Analytics Individual Qualification (GAIQ), Google Ads Search

Languages: English, Malay, Mandarin