

**Chloe Lim**  
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Location: Kuala Lumpur, Malaysia

## Professional Summary

Digital Marketing Specialist with 3+ years of experience driving SEO, SEM, social media advertising, and analytics reporting for B2C and B2B brands. Skilled in Google Ads, Meta Ads, GA4, Tag Manager, and content optimisation. Strong track record of increasing organic traffic and improving ROI through data-driven campaign strategies.

## Core Skills

SEO, SEM (Google Ads), Facebook & Instagram Ads, Google Analytics 4 (GA4), Google Tag Manager, Content Marketing & Copywriting, A/B Testing & Reporting, Canva, Basic Photoshop, Excel, PowerPoint

## Experience

### **Digital Marketing Executive – BrightWave Media (2022–Present)**

Managed SEO strategies resulting in +40% organic traffic within 8 months.

Led Google Ads campaigns with RM150k annual budget; optimized CTR and CPC.

Implemented GA4 event tracking and built performance dashboards.

Executed Meta Ads campaigns across FB/IG; managed remarketing funnels.

### **Marketing Assistant – SunTech Retail (2020–2022)**

Assisted with content calendars and email marketing workflows.

Prepared campaign reports and analysed weekly performance data.

Created visual assets using Canva and Photoshop.

## Education

### **Bachelor of Marketing – Taylor's University (2019)**

## Certifications

Google Ads Search Certification

Google Analytics Certification

Meta Digital Marketing Associate