

Kyson Xu

Senior Marketing Manager

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Summary

Growth-driven Senior Marketing Manager with 10+ years of experience scaling B2B SaaS and fintech brands across APAC.

- Proven expertise in demand generation, pipeline acceleration and marketing ROI optimisation.
- Passionate about bridging sales and marketing to drive measurable business outcomes, fostering cross-functional collaboration, and leading high-performing teams.

Key Skills:

Demand Generation & Growth Marketing | Account-Based Marketing (ABM) | Field & Event Marketing | SEO/SEM & Performance Marketing | Sales & Marketing Alignment | Budget & ROI Optimisation | Content Strategy & Thought Leadership | B2B SaaS & Fintech Marketing

Technical Proficiency:

Hubspot | Salesforce | Google Analytics | Ahrefs | SEMrush | Mailchimp | Hootsuite | Canva

Languages:

English | Chinese

Professional Experience

Senior Marketing Manager Asia, Singapore - Jedox

Oct 2023 - Nov 2024

Responsible for developing and executing regional marketing strategies to drive demand generation and sales pipeline growth for Jedox Asia, a SaaS company in enterprise performance management.

- Optimised a \$220K marketing budget by reallocating spend to high-performing channels, driving a 35% YoY increase in opportunities created and contributing \$1.5M to the pipeline.
- Increased MQL-to-SQL conversion from 3% to 17% through targeted ABM, demand generation, and enhanced lead scoring, reducing MQL volume while improving lead quality.
- Refined digital strategy, increasing ad conversion from 9% to 27% (demo bookings) and driving a 57% YoY growth in opportunities generated from digital channels, from 23 to 36.
- Partnered with GTM teams and regional partners to deliver 9 in-person events and 7 webinars, exceeding direct opportunity goals by 121% and partner goals by 106%.
- Launched a regional customer advocacy initiative, incorporating client success stories, event participation, and quarterly workshops, which led to 2 expansion deals and strengthened customer relationships.
- Developed and presented marketing results to senior leadership for all QBRs.

Senior Marketing Manager Asia, Singapore - Credolab**Nov 2022 - Sep 2023**

Promoted to Senior Marketing Manager to lead global B2B marketing strategy, optimise campaigns, and drive pipeline growth and revenue acceleration through direct and partner-led initiatives.

- Managed a \$200K marketing budget, expanding the pipeline from \$1.3M to \$4M and generating \$850K in closed-won revenue by reallocating spend to high-impact direct and partner-led channels to maximise ROI through ABM, sales enablement, and co-marketing.
- Led global event strategy with regional partners, influencing \$600K in the pipeline through webinars, trade shows, and executive roundtables, converting C-level attendees into high-value opportunities.
- Implemented a global SEO/SEM strategy, increasing organic traffic from 5,500 to 17,000 monthly visitors, securing top 3 rankings for 7 high-intent industry keywords, and driving a 30% increase in inbound leads.

Marketing Manager Asia, Singapore - Credolab**Jun 2021 - Nov 2022**

Drove global marketing expansion for Credolab, a SaaS fintech specialising in credit risk analytics, partnering with Sales, BD, and strategic partners to scale the marketing team from 1 to 5 members. Led digital, content, and event marketing strategies to accelerate pipeline and revenue growth.

- Led Credolab's presence at the Singapore Fintech Festival 2022, generating \$303K in closed-won revenue by partnering with Sales & BD for pre-event meeting scheduling, multi-touch cadences, high-touch engagement, and structured post-event follow-ups.
- Optimised digital ad campaigns, increasing ad conversion rates from 2.3% to 2.9% (demo bookings) and growing quarterly inbound leads from ~80 to ~210, contributing \$1.1M to the sales pipeline through targeted paid media and landing page optimisations.
- Developed and implemented a multi-channel content strategy, repurposing content across LinkedIn, Facebook, and Twitter to drive engagement, increase website traffic, and generate consistent inbound inquiries, contributing to 10 closed deals where content was the first touchpoint.

Brand Manager, Singapore - Nippecraft Limited**Nov 2018 - Apr 2021**

Orchestrated brand marketing for Nippecraft Limited, a global stationery and lifestyle brand, driving growth through strategic communication, marketing ROI analysis, and 360-degree campaigns to expand market presence.

- Led the launch of Jumble & Co, overseeing go-to-market strategy, digital activations, and retail partnerships, strengthening brand positioning.
- Executed 360-degree marketing for Collins Debden, increasing brand visibility by 20% through PR, digital, and offline campaigns.
- Managed a \$150K marketing budget, driving 15% YoY revenue growth with targeted campaigns.

- Directed global e-commerce expansion, launching in three markets and boosting website traffic by 25% in six months.
- Spearheaded PR and online marketing, leading to 300% online sales growth in the first year.

Trade Marketing Manager - Dr Wolff Singapore Pte Ltd **Jan 2017 - Oct 2018**

Led regional trade marketing for Dr. Wolff, driving sales growth for Alpecin, Plantur 39, and Linola across SEA and HK through competitive marketing plans and trade channel strategies.

- Promoted in Jan 2017, expanding responsibilities to oversee the development and execution of trade marketing strategies across Asia.
- Analysed market and sales trends, delivering data-driven insights to support strategic growth initiatives.
- Managed ATL & BTL campaigns, including TV commercials, print ads, digital marketing, and POSM activations with Guardian and Watsons to enhance brand visibility and retail performance.
- Spearheaded 48 ATL & BTL activities during the World Cup 2018 campaign, driving a 24% sales increase through an integrated offline and online marketing strategy.

Brand Marketing and Sales Executive - Dr Wolff Singapore Pte Ltd **Jul 2015 - Dec 2016**

Spearheaded regional marketing strategy and execution for Dr Wolff Singapore, a leader in dermatological and hair care solutions, collaborating with Senior Managers, PR agencies, and retail partners to enhance brand positioning and drive sales growth across SEA and HK.

- Developed and executed targeted campaigns (e.g., 11.11 sales) with Guardian and Watsons, integrating in-store activations and online promotions to maximise engagement and conversions.
- Led PR and brand awareness efforts, working with PR agencies and regional partners to drive visibility for Alpecin, Plantur 39, and Linola across key markets.
- Facilitated market expansion and product launches, ensuring seamless coordination between Germany HQ, regional teams, and internal stakeholders for optimised marketing execution.
- Conducted market analysis and refined media strategies, leveraging sales data insights to improve campaign effectiveness and ROI.

Business Developer - Nurture Education Group**Mar 2014 - Apr 2015**

Played a key role in marketing communications, branding, and market analysis for Nurture Education Group, a leading preschool and enrichment provider, fostering strong relationships with internal and external stakeholders to drive business growth.

- Developed and executed enrolment campaigns for preschool and enrichment programs, increasing brand visibility and student registrations.
- Managed corporate branding across all touchpoints, ensuring consistency in marketing materials, digital platforms, and on-site promotions.

Education

2012 - 2013

Bachelor of Business (Marketing)

Royal Melbourne Institute of Technology

References

Available upon request.