

# Delon Chan

MARKETING AND GROWTH

## Contact Details

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## Summary

Analytical and creative marketing and growth professional with a proven record of utilising data to turn into business actions with two years of experience in a fast-growing job platform start-up. Experienced with CRM, social media marketing, email marketing, project management, content creation, and data analysis.

## Experiences

### MARKETING AND GROWTH

*FastJobs*  
Jan 2019 - present

- Creating entire CRM structure and SOP for FastJobs.
- Manage CRM channels such as email, web and app push notifications, and on-site personalization. (End to end execution)
- Plan, strategize, and execute social media campaigns and CRM campaigns based on insights obtained to align with overarching business strategy. (End to end execution)
- Continuously and iteratively run split A/B experiments
- Run analyses on user data to obtain key insights and curate strategy.
- Work closely with PR team to curate narrative on FastJobs' brand.
- Led multiple workforces to achieve short term business goals
- Assist with creation in paid digital campaigns with copy, design ideas, and targeting feedback.

## Academic History

### HELP UNIVERSITY

2015– 2018

Bachelor of Business (Finance)

## Skills

- Microsoft Excel
- Customer Relationship Management (CRM)
- A/B Testing
- Content Creation
- CleverTap
- Email Marketing
- Copywriting
- Social Media Marketing