

Verrena Abu

Assistant Digital Marketing Manager | Strawberry.net

Location: Hong Kong

Summary

An enthusiastic individual with solid digital marketing experience in APAC and other global markets. Successfully grow key marketing channels and strengthen online site presence and traffic.

Experience

Assistant Digital Marketing Manager at Strawberry.net

March 2015 - Present

Execute digital marketing strategies to increase brand awareness and sales via online campaigns, eDM and joint promotions

Develop expansion and growth strategies for key marketing channels such as affiliates, partners, search and online media

Assist in creating high value consumer segmentation strategies inclusive of repeat/retention programmes across marketing channels

Analyze marketing campaign performance to track programme effectiveness and improve marketing ROI

Conduct effective research, implement strategic recommendations and work with internal team to continually refine and evolve site User Experience

Communicate, document, and represent design direction to team members, senior management and key stakeholders

Co-Founder at LVA Trading Limited

February 2014 - February 2015 (1 year 1 month)

Managed an online apparel shopping site in South East Asia

Corporate Management Trainee at United Overseas Bank Limited (UOB)

March 2013 - February 2014 (1 year)

Education

University of Melbourne

Bachelor of Commerce (BCom), Economics and Finance, 2010 - 2012

Language

Bahasa Indonesia, Cantonese, English, Malay, Mandarin

Certification

Google Analytics Individual Qualification