

Sim Yan Ting

Growth Product Manager, Tech in Asia Jobs

Summary

I've always wanted to be a storyteller.

As a kid, I often found myself enthralled by the worlds and wonders writers could conjure simply through the power of the written word. Great storytellers could make us laugh, break our hearts, change our minds – all without wasting a single word.

I started my career out exploring the power of storytelling through the written word, first at Singapore Press Holdings as a freelance reporter and later on at Vulcan Post delving into all-things-tech. It was only when I started working with brands and merchants that I discovered another secret of storytelling.

Great stories sell.

I started helping small merchants and startups like Sugar Technologies to sell their ideas through stories that strategically address the needs of their business partners or end users. I then went on to join the product marketing team at Tech in Asia, using the power of storytelling to attract jobseekers to our new Jobs platform.

As my role evolved within the startup, I learnt that storytelling alone can be a great asset, but combine that with data, and something magical happens: great insight into the minds of the users. This kicked off my journey as a Growth Product Manager, and I now straddle marketing and product management to listen and empathise with users in order to create the most valuable version of the product for them.

I would someday love to use these skills to create useful, intuitive, and beautiful products that will make the world a better place to live in.

While I am not out telling great stories, I can usually be found wandering in back alleys making visual stories on Instagram @mishsellsseashells, or soaking in wisdom from the likes of Sylvia Plath, Roald Dahl, and occasionally, Taylor Swift.

Experience

Growth product manager, Tech in Asia Jobs at Tech in Asia

March 2017 - Present

As the Tech in Asia Jobs product grew, we realised the need to better optimise the sales funnel as a whole, namely: acquisition, activation, retention, referral, and revenue. I lead conversion efforts for technical jobseekers, such as software engineers.

- Lead jobseeker research initiatives by conducting user persona interviews and creating user stories to better understand our target audience.
- Work closely with the product team to resolve internal product bottlenecks.
- Closely monitoring metrics and executing data-informed sprints to refine marketing efforts.
- Number of job applications have increased by 224% in 9 months, from 8k in Oct 2016 when we started marketing the Jobs product, to 27k in Jul 2017.
- Leads generated resulted in job placements by our talent recruitment arm, amounting to over US\$58k in revenue in Jan-Jun 2017.

Content expert, product marketing at Tech in Asia

October 2016 - March 2017 (6 months)

The Tech in Asia Jobs platform was launched mid-2016. I am in the product marketing team, heading the acquisition of jobseekers on the platform.

- Spearheading jobseeker acquisition on the platform primarily through content marketing, from creating a data-driven content strategy and content calendar, down to execution.
- In charge of content, social media, and email marketing initiatives to attract jobseekers to TIA Jobs, with a focus on software engineers.
- Created and executed 2 popular series of articles, the Inside Office series and Developer Spotlight to generate hiring leads for corporate clients. Articles hit up to 16k page views each. The Inside Office series is now monetized as a standalone product.
- Portfolio here: <https://www.techinasia.com/profile/sim-yan-ting>

Community Editor at Tech in Asia

January 2016 - October 2016 (10 months)

The Tech in Asia Community was launched in mid-2015 to connect like-minded people in the tech and startup space. I spearheaded content strategy to ensure that we had a steady flow of quality user-generated content, and that their publishing experience was seamless.

- Edited and published submitted articles. Page views from guest articles hit a high of 90k/week in my time there.
- Educated guest authors to write quality articles optimised for the web, through educational articles and customised face-to-face or email feedback.
- Worked closely with product team to convey authors' pain points and develop features to alleviate them.
- Number of guest submissions increased by 300% in 8 months.

Social Media Strategist

August 2015 - November 2015 (4 months)

- Educate current key client, Confetti Gifts, an early-stage florist-cafe, on sustainably managing their social media accounts and gaining initial social traction.
- Strategic consulting done through first-hand research, content creation, pilot testing with target audience, social media tracking and analysis, and distilling a tailored social media strategy and guide for Confetti.
- Organically increased Instagram followers from 3 to over 200 and doubled Facebook "Likes" within first month.
- Grabbed attention and social mentions from 6 popular food bloggers who have up to 84.3k followers each within first month.

Business Development Executive at Sugar Technologies

June 2015 - October 2015 (5 months)

- Acquired new F&B, lifestyle and retail merchants for the ad tech firm, including Fatboy's The Burger Bar, Big Bern's American Grill (Botak Jones), & Abrakadoodle Art Studio
- Signed average of 15 new merchants a month
- Managed existing accounts, planned merchant networking events, and assisted the Community team with handling bad users

Editorial Intern at Vulcan Post

December 2014 - December 2014 (1 month)

- Wrote articles about local start ups, social media trends, tech-enabled lifestyle hacks, and opinion pieces, with up to 21,000 views an article. Select articles were featured on Yahoo News Singapore. Articles can be viewed here <https://vulcanpost.com/author/yan-ting/>.
- Edited and published articles written by freelance writers.
- Created and managed content on Vulcan Post's official social media channels.
- Brainstormed and executed editorial strategy with the editorial team.
- Corresponded with Malaysian editorial team to achieve editorial goals.

Social Media Content Producer

January 2012 - December 2013 (2 years)

- Increased social media presence and crafted online identity in the early stages of the company, through copywriting and content management on wedding forums like SingaporeBrides Wedding Forum and Facebook.
- Increased their Facebook "likes" from 90 to over 1,200 during this period.

Intern

May 2013 - August 2013 (4 months)

- Brainstormed, refined the concept and suggested ways to monetise the cause marketing start-up that links up merchants, non profit organisations and consumers.
- Pilot-tested concept with local travel agency Kent Holidays and Children's Cancer Foundation Singapore.

Intern

May 2013 - August 2013 (4 months)

- Consultancy and training platform for educational institutions to enhance their civic engagement ecosystem to nurture gracious and compassionate youths.
- Spearheaded the marketing, branding and publicity of the start-up's first major event, the Dash of Kindness family marathon, with a turn-up of about 3,000 participants and volunteers.
- Designed the event logo, publicity collaterals, shirts, and materials required for the race on Aug 9, 2013

Freelance Reporter at Singapore Press Holdings

April 2011 - December 2011 (9 months)

- Covered the 2011 General Elections, grassroots events, feature and entertainment articles for contract publication titles.
- Contract publication titles I wrote for include: Voices - Central Singapore Community Development Council, Energic - Chinese Development Assistance Council, Cohesion - North West Community Development Council and YOUTHbeat - People's Association Youth Movement.

Editorial Support at Singapore Press Holdings

April 2011 - August 2011 (5 months)

- Assisted editorial team in administrative duties.
- Liaised with advertisers and freelance writers, and managed client accounts.

Education

National University of Singapore

Bachelor of Social Sciences (Honours), Communications and New Media, 2011 - 2015

Activities and Societies: ◦ NUS Catholic Students' Society ◦ NUS Aikido ◦ NUS Communications and New Media Society ◦ NUS Photographic Society ◦ NUS Entrepreneurship Society (BizAsia Hong Kong)

The University of Hong Kong

Journalism and Media Studies, Philosophy, 2014 - 2014

Activities and Societies: HKU Stand for Freedom

Catholic Junior College

GCE 'A' Levels, 2009 - 2010

Activities and Societies: ◦ Girl Guides Singapore (Young Adult Leader) ◦ Society of Saint Vincent de Paul

Honors and Awards

NUS Awards for Study Abroad (NASA) Exchange Scholarship, National Youth Achievement Award (Silver)

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