

# Zetong Teoh

Digital Marketing Associate at Junyo

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## Summary

Startup marketing guy. Growth Hacker. Technical Marketer. Or even distribution guy. Whatever you call it, I firmly believe in the power of marketing in turning a good product into a great product. Andrew Chen and Sean Ellis are both my role models in startup marketing, although I secretly hope to become the next Brian Wong (Founder of Kiip) and/or Ryan Hoover (The Product Hunt Guy) who started their companies with non-technical background. Having spent a year in Silicon Valley working for another startup, I'm more sure than ever that I will be linger around the startup scenes. Join me for more marketing chat at the marketers' Facebook group (<https://goo.gl/YoY66F>) For any interesting opportunities, you can reach me at [zetongteoh@gmail.com](mailto:zetongteoh@gmail.com)

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## Experience

### **Digital Marketing Associate at Junyo**

August 2014 - July 2015 (1 year)

- Planned and executed email marketing drip campaigns for more than 20,000 contacts - Created marketing funnel for company webinars and enabled tracking of campaign effectiveness - Oversaw execution of various marketing campaigns with three PR and media agencies

### **Content Marketing Writer at Limk**

May 2014 - August 2014 (4 months)

- Created the content targeted at digital marketers in the fields of social media marketing - Wrote various articles featured on the company blog to improve authority and SEO

### **Fund Administration Intern at Partners Group**

September 2013 - January 2014 (5 months)

- Partners Group is a global private markets investment management firm with over EUR 30 billion in assets under management. The firm is listed on the SIX Swiss Exchange and currently employs over 650 professionals in 15 offices around the globe. - Assisted all 5 investment teams in documenting 1100 deals with Siebel Financial Services - Understudy of experienced associates to learn the private markets in infrastructures - Finished the project ahead of deadline; revamped the financial database of the company

### **Customer Acquisition Officer at eFusion Solutions**

February 2012 - July 2012 (6 months)

- Responsible for creating and renewing customer personal loan accounts for Standard Chartered Bank - Trained by official bank personnel on sales pitching and overcoming sales objections smoothly, improving sales by 23%. - Liaised with admin officers to better managed procedures using the Standardized approach,

increased efficiency by 11% - Delivered more than expected by exceeding monthly targets, hitting a record converted sales of \$110,000 in 27 days

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## Education

### National University of Singapore

Bachelor of Business Administration (BBA), 2012 - 2015

Activities and Societies: NUS Sheares Hall

### Anglo-Chinese Junior College

GCE 'A' Levels, 2010 - 2011

Activities and Societies: ACJC Entree Council

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## Skills & Expertise

### Management

### Public Speaking

### Marketing Strategy

### Startup Marketing

### Email Marketing

### Growth Hacking

### Teamwork

### Marketing

### Social Networking

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## Languages

### English

(Professional working proficiency)

### Chinese

(Professional working proficiency)

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## Courses

### Bachelor of Business Administration (BBA)

National University of Singapore

Software Development on Evolving Platforms	CS3216
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Corporate Finance	FIN3101
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Essentials of E-Business	IS1112
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Introduction to Computing	IT1001
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Marketing in Digital Age	MKT3415
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## Interests

Watching movies, basketball, strategic games, digital photography, technologies

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[Contact Zetong on LinkedIn](#)