

Contact

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(LinkedIn)

Top Skills

Marketing Strategy

Brand Management

Digital Marketing

Languages

Chinese (Native or Bilingual)

Malay (Elementary)

English (Native or Bilingual)

Certifications

Finance for Non-Finance
Professionals

Inbound

Challenger sales certified facilitator

Honors-Awards

ASEAN MOE Scholarship (Junior
College)

ASEAN MOE Scholarship
(Secondary School)

Commercial Excellence Award 2015,
2016

Inter-division Case Competition
Champion

Elle Cheng

Strategic Marketer (B2B STEM) | Authentic Marketing Coach |
Community Builder
Singapore

Summary

I am an authentic marketer who helps businesses find their soul to connect with the audience. Marketing B2B products are not sexy, but B2B buyers are still humans with emotions.

Passionate about diversity and inclusivity, especially on women empowerment, and creating safe spaces for one to be authentic.

*Global management experience with direct reports from Europe, US, China, Australia, ASEAN and India, in manufacturing environments.

*Creative and hands on in dealing with novel problems, while always focused on the big picture.

*Transforming traditional marketing to revenue marketing, strong influencer of marketing automation adoption and customer focused approach.

*Team Resilience ERG Leader, advocating mental wellness at work

*Sidewalk Talk Singapore leader - offering 200 heart-based listening sessions since COVID-19

* Podcast owner Awakening Dreams - featuring personal stories of women changemakers

Experience

Avery Dennison

Marketing Manager, Graphics Solution, South Asia Pacific & Sub-Saharan Africa

January 2019 - Present (2 years 1 month)

Singapore

Owns marketing strategy and budget for Australia/New Zealand, Southeast Asia, South Asia and South Africa regions in a Fortune 500 manufacturing company

Go-to-market strategy: Integrating two newly acquired companies into the core business (Hanita and Mactac Brands), determining customer insights, value proposition to developing sales enablement tools

Brand & Customer engagement: End customer engagement via thought leadership content and brand activation activities, focusing on high growth areas esp. Architecture and Automotive Aftermarket

Digital transformation: Change management in marketing automation adoption and lead management process. Knowledge of Act-On and Salesforce

*Avery Dennison ASEAN Sustainability Award 2019

*Team Resilience ERG Co-lead 2019-2021

Cottongrass Co

Founder

January 2019 - Present (2 years 1 month)

Singapore

I help women entrepreneurs to awaken their dreams, and live a life of purpose and authenticity. If you are a changemaker, artist, or an introverted entrepreneur, let me help you gain mind-heart-soul alignment, expand your brand & attract your dream clients with consistent acts of courage and purpose

GGB Bearing Technology

4 years 6 months

Strategic Marketing Manager, Global

May 2017 - December 2018 (1 year 8 months)

Singapore

Works closely with VP Strategy and Business Unit Leaders to align marketing initiatives with company vision and strategy, influencing the company to be more customer-centric, and transform marketing from a support function to a growth driver.

1. Quantify marketing impact to direct marketing investment to the most effective channels in terms of brand awareness and conversion rates, with strong focus on lead management strategy.

2. Initiate and prioritise global marketing projects which has high influence to the overall strategic direction of the firm. Develop end-to-end marketing strategy to answer commercial / R&D needs, including trend identification,

market research , customer segmentation to planning targeted campaigns based on buyer personas.

3. Coaching and development - Carry out Enpro's dual bottom line philosophy, by encouraging team members in self-development, as well as towards Marketing's new vision and KPIs.

4. Branding and positioning - Redefine and refresh the GGB brand, communicate new value proposition to the market along customers' buyer journey.

Specialised Markets: Automotive, Construction and agricultural, General machinery, Aerospace, Hydropower, Pumps and compressors, Solar

Strategic Market and Business Analyst

July 2014 - May 2017 (2 years 11 months)

Singapore

A thought partner for commercial stakeholders such as product managers, segment managers, sales managers to grow their business in Asia, Europe and Americas. This includes market intelligence (industry / market attractiveness), new product strategy, white space analysis, customer segmentation, and financial modelling to help management make informed decisions/ take action.

Have completed successful projects such as Market prioritization, sales resource optimization, and price optimization in Asia, Europe, Americas - from providing fact based, structured methodology on issue/needs identification, to manage cross functional teams from implementation to execution.

Strategic marketing leader in Asia:

Established business knowledge process in Asia from scratch. Competitor, market and business intelligence structured outputs which are tailored specific to Asia has been developed and delivered.

In charge of integrated marketing strategy for Asia that is aimed to be purposeful and targeted. Ownership of SEO, SEM, social media - streamlined digital marketing activities and identified partners for highest ROI.

Specialisation: Market entry, Market sizing, Branding, Segmentation, Customer satisfaction, Competitor Intelligence, Voice of Customer.

Consulting Group Asia Insight Pte Ltd
Market Research Manager
February 2010 - May 2014 (4 years 4 months)
China, Singapore

Worked on market entry, product innovation, service excellence, customer loyalty, brand equity, marcom studies. Experienced in qualitative and quantitative, with special focus on new research methodologies (online community, facial tracking, eye tracking etc.)

Regional working experience with projects in China, India, Australia, Thailand, Indonesia, Malaysia, Singapore, Taiwan, Cambodia, Philippines

Strong project management skills - Managing end-to-end market research process from business requirement, research design, analysis and presentation to clients.

Specialised in data visualisation, providing actionable and clear insights to clients for key business decisions.

Synergix Technologies
ERP Business Solution Consultant
August 2008 - January 2010 (1 year 6 months)

B2B Business development and marketing experience in a startup environment, for a challenger ERP company. Achieved 60% sales target within 3 months.

Good understanding of manufacturing processes and worked closely with clients to identify areas to streamline processes and improve productivity.

Education

Nanyang Technological University
Bachelor of Business Administration (B.B.A.), Marketing · (2005 - 2008)

Shanghai Jiao Tong University
China Economics & Culture · (2007 - 2007)