



ANDREW

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- E-Commerce Operations Management
- Digital Marketing Strategy
- Performance Marketing
- Customer Acquisition
- Social Commerce Management
- Product Campaign Execution
- Promotional Planning & Coordination
- Marketing Performance Tracking
- Sales Analytics & Conversion Monitoring
- Customer Journey Optimization
- Funnel Optimization Support
- CRM & Customer Retention Support
- Marketing Operations Management
- Multi-Channel Campaign Coordination
- Product Listing Management
- Customer Engagement Strategies
- Order Management & Refund Processing
- Customer Support & Issue Resolution
- Sales Performance Reporting
- Data Analysis & Reporting
- Cross-Functional Stakeholder Management
- International E-Commerce Coordination
- Search Engine Marketing (SEM)
- ROAS Optimization

TOOLS

- Microsoft Excel
- Microsoft Word
- Microsoft PowerPoint
- Google Workspace
- TikTok Shop
- Lazada
- Facebook
- Instagram
- Canva
- GoHighLevel (GHL)
- Salesforce
- Monday.com
- Asana
- Trello
- WordPress
- Google Ads
- Bing Ads
- CRM Platforms
- Reporting & Analytics Tools

Results-driven eCommerce Specialist with 15+ years of experience in digital commerce, customer acquisition, performance marketing, and multi-channel eCommerce operations across international markets. Proven track record of managing product promotions, coordinating campaigns across TikTok Shop, Lazada, Facebook, and Instagram, and leveraging sales analytics and customer insights to improve engagement, conversions, and business performance. Brings strong expertise in eCommerce operations, social commerce, campaign execution, CRM support, and performance reporting, helping organizations optimize online sales, enhance customer experiences, and drive sustainable revenue growth.

WORK EXPERIENCE

SUPERVISOR/MARKETING EXECUTIVE

JML Singapore Pte. Ltd. | December 2016 – March 2026 (9 Years, 4 Months)

- Led e-commerce marketing and customer engagement operations across Singapore and Malaysia, executed digital campaigns and product promotions through TikTok Shop, Lazada, Facebook, and Instagram, managed CRM and order operations, analyzed sales and customer behavior data, and prepared performance reports to support business growth.

DESKTOP PROCEDURE WRITER (QBE AUSTRALIA PROJECT)

Accenture

- Developed operational documentation and workflows, coordinated with Australia-based stakeholders, supported process standardization initiatives, and ensured accuracy and consistency across business documentation.

TAX SENIOR ANALYST (HSBC PROJECT)

Accenture

- Managed compliance documentation, customer verification, and financial data processing while supporting regulatory requirements and collaborating with global stakeholders in a structured banking environment.

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WORK EXPERIENCE

BRANCH SUPERVISOR

National Commercial Bank | November 2010 – June 2015 (4 Years, 8 Months)

- Supervised branch operations, customer service teams, and financial service workflows, monitored performance and sales activities, managed customer onboarding processes, and prepared operational and performance reports.

TEAM LEADER

One Global Contact Center Inc. | May 2004 – October 2010 (6 Years, 6 Months)

- Led customer service teams, managed escalations and billing concerns, monitored service quality, supported operational reporting, and coordinated with financial institutions to resolve customer issues.

WEB DESIGNING & RESERVATION ASSISTANT (INTERNSHIP)

Asia Travel Inc. | April 2004 – May 2004 (2 Months)

- Assisted with website updates, reservation system administration, digital content coordination, and customer service support activities.