

Contact

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About Me

Hello, I'm Toson! As a marketing professional, I have an insatiable passion for learning, as I believe that staying hungry and driven is the key to success.

As a filmmaker, I understand the significance of workplace adaptability, integrity, and earnest devotion to quality.

Aspiring to be the best of both worlds, I am determined to turn every opportunity into a success.

Skills & Software

- Salesforce Pardot
- Apollo.io
- Lusha
- GetResponse
- Mailchimp
- Final Cut Pro X
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Davinci Resolve
- Figma
- Microsoft Office 365
- Adobe Firefly (AI)
- Microsoft Designer (AI)

Interests & Certs

NTUC LearningHub – Occupational First Aid Cert, valid until 2027

PA Community Emergency Response Team (CERT Volunteer)

Filmmaker – 6+ years Proficiency in Filmmaking. Canon DSLRs & range of editing software.

Art & Design – Sketch artist (5+ years), Digital Artist (4+ years self-taught).

Taekwondo Black Belt 3rd Dan – 9+ years of mentoring at Jae Hun Kim Taekwondo Institute, Shanghai, China.

TOSON WONG

Digital Marketing Specialist



Work Experience

Pacific Internet Singapore Pte Ltd
Digital Marketing Specialist | Mar 2025 – Current

- Reporting directly to the Head of Ecommerce, full-time marketing department lead.
- Ecommerce Platform Management – Spearheaded the company's Shopee platform growth, driving over 600% increase in sales growth, and 300% increase in order scaling from recurring buyers within 5 months of store launch, via organic marketing strategies.
- Continued Leadership Across Key Marketing Functions – Maintaining core functions previously led at Acclivis, now carried forward in my current role to drive consistent growth across both parent and subsidiary entities.

Acclivis Technologies and Solutions Pte Ltd
Marketing Communications Executive | Jul 2023 – Mar 2025

- Reporting directly to the CEO, full-time marketing department lead.
- Regional Brand Repositioning – Overseeing 3 core Southeast Asian markets (SG, MY, ID), leading to a 300% increase in qualified inbound enquiries via account-based engagement for both recurring revenue and new market penetration initiatives.
- Content and Design Strategist – Leading 20+ email campaigns yearly via Salesforce Pardot Marketing Cloud, maintaining average CTR of > 20% and CVR of > 5% through stringent demographic filtering, above industry benchmarks.
- Leads Generation Strategist – Successfully converted over 10,000 verified user subscriptions in antivirus software through leads generation and leads nurturing efforts, managing direct touchpoints with 1,500+ prospects annually.
- Event Management – Personally planned and executed 4 offline activations in Singapore, including lunch & learn, customer success events, and partner co-branding events.
- Partner Relationship Management – Established co-marketing partnerships with 5 major technology ecosystem partners, personally overseeing all campaign mechanics, workflows and brand alignment with respective partner account managers.
- Content Management – Multimedia proficiency, produced 12 high-quality short films since inception (demos, advertisements, customer success stories, corporate videos etc.)
- Brand Management – Scripted and edited over 100+ pieces of high-performing branding assets, consistently driving above-industry CTR across online and offline campaigns. (Presentations, brochures, slide decks, banners, EDMs, white-papers, HQ reports, etc.)
- Publicity Management – Managing of All corporate publicity efforts (Social Media, press-releases, liaison with HQ, partner collaborations etc.) – [Noteworthy Press Release Here](#)

Education

Bachelor of Business, Specialization in Marketing
Nanyang Technological University | 2023 | Second Class Honors (Merit)

The International Baccalaureate (IB) Diploma
Dulwich College Shanghai | 2020 | Total Score 41/45

My Digital Portfolio

XPLORER

