



Marketing Communications Leader

Areas of Expertise

- Stakeholders and team management
- Digital media and digital marketing
- Marketing communications strategy and execution
- Data analytics and customer insights

Professional Summary

Lorraine is a data-driven marketing communications leader with 18 years of experience in B2B and B2C. Her passion for all things digital and her perceptive nature empowered her to apply her marketing know-how across different industries from finance to consumer and healthcare. With a customer-centric approach, she has designed and executed successful communication strategies, built and optimised digital platforms, and delivered conversion and meaningful engagement in global markets.

Professional Experience

Marketing Consultant (Independent contractor) | *Singapore/Netherlands* | 2019 - Present

- Marketing leader at corporations and startups such as Tupperware Brands and Accel Club. Guided cross-functional teams in developing digital/marketing communication strategies, and refining their product/brand positioning to adapt to diverse market needs.
- Produce thought leadership content for business leaders as a ghost writer, published in outlets such as Forbes.com, distilling complex topics, i.e., AI, online marketplaces.
- Built and operated Amazon USA FBA brand with a business partner, oversaw branding, customer engagement and micro-influencers marketing to drive sales.

Head of Marketing | *Accel Club, Netherlands* | Feb - Dec 2022

Accel Club is a tech-powered e-commerce startup, based in Amsterdam, with \$170+M funding that buys and scales Amazon FBA brands globally.

- Worked directly with the founders and VP of Acquisition.
- Oversaw product brand marketing and social media teams (TikTok, IG, FB, YouTube, LinkedIn). Drove new and recurring customers conversions contributing to \$26M revenue growth and 3X growth in digital engagement.
- Led digital PR and corporate branding, secured high-profile interviews for the founders with Sky News and conference speaking opportunities such as Web Summit.

Remarks: Transitioned to a freelance position in 2023 as I focused on personal priorities.

Global Marketing Communications Manager | *DSM, Netherlands* | Jan 2021 – Feb 2022

- Reported to Group President; led the global communications team (APAC, EMEA and the US) and developed a digital marketing strategy for a €300M business (Dyneema®, the world's strongest fiber™), achieving double-digit growth in engagement for the brand and B2B customers.
- Coached internal stakeholders on digital marketing and branding approach and strategy.
- Spearheaded a digital lead-nurturing program (LinkedIn, display), contributing 10% of total lead pipeline.
- Led cross-functional teams to align global priorities with local execution, optimizing digital campaign performance through data-driven insights for different regions.

E-commerce Lead | *Tupperware Brands USA/Canada (remote)* | May 2019 – Aug 2020

- Reported to Chief Digital Officer. Led e-commerce operations for North America, and enhanced user experience on digital platforms with in-house and agency teams (Agile methodology) to improve sales.
- Delivered a 2x increase in conversion and online transactions over \$19M, and 7x ROAS on digital ad spend through analytics-driven optimization (SEM, SEO, display, social, Amazon).
- Collaborated with product and sales teams to launch customer-centric, digital-first campaigns to drive new customer acquisition.

Regional Digital Marketing Manager, Asia Pacific | *Tupperware Brands, Singapore* | Nov 2016 – Feb 2019, May – July 2019

- Reported to VP Marketing. Spearheaded APAC digital marketing strategy, and led a team of 12 across 10 countries (Australia, China, India, Indonesia, Japan, Malaysia, New Zealand, Philippines, South Korea, and Singapore).
- Led regional projects, i.e., website enhancement, content development, e-commerce, data warehouse, marketing automation, and mobile app development.
- Implemented analytics-driven best practices, reporting to senior leadership on regional market performance.

Senior Manager, Digital Marketing | *Health Promotion Board, Singapore* | Apr 2014 – Nov 2016

- Reported to Marketing Director and CEO. Developed and executed the digital strategy and governance frameworks, presented and sought approval directly at ministerial level.
- Oversaw the user experience and launch of Singapore's inaugural national health app, Healthhub.sg. Led data-driven omnichannel marketing campaigns to achieve 5-figure digit user acquisition KPI within the first month.
- Led the digital marketing department of 9 in steering digital transformation and nation-wide digital campaigns to drive behavior change among a diverse target audience.

Career Break: *Traveled across Europe* | Jun – Dec 2013

- Worked remotely as copy editor for NTU School of Communication and Information on a book showcasing research from emerging researchers in Africa, Asia, and Latin America.

Senior Manager, Marketing & Client Services | *ESG Endurance Sport Pte Ltd, Singapore* | Oct 2012 – May 2013

- Reported to CEO. Oversaw the marketing team of 4 in executing omnichannel marketing campaigns (digital, social, OOH, print), branding, and customer experience for corporate and consumer sports events, e.g., Cold Storage Kids Run, FairPrice Walks With You.
- Led multi-functional teams, managed > \$1M+ budget, and achieved participant targets > 10,000 attendees.

Assistant Vice President, Cards Marketing | *UOB, Singapore* | May 2011 – Sep 2012

- Oversaw marketing partnerships and campaigns with top-tier companies such as Marina Bay Sands and Millennium & Copthorne Hotel Group.
- Drove card usage and brand equity through omnichannel campaigns, strategic alliances, and digital initiatives.

Manager, Tourism Shopping and Dining | *Singapore Tourism Board* | Jan 2007–Apr 2011

- Spearheaded brand positioning of Singapore's retail/tourism sector, Orchard Road and the Great Singapore Sale, and high-impact campaigns to generate annual \$2M+ international media value.
- Built strategic partnerships with global brands and ORBA to devise placemaking strategies to foster vibrant community spaces and programmes within Orchard Road.

Assistant Centre Manager | *Shaw Towers Realty Pte Ltd, Singapore* | Aug 2004–Jan 2007

- Achieved 95% office/retail leasing through effective commercial property marketing, tenant engagement, and loyalty programs.
- Garnered footfall to drive retail spend via event marketing and promotions.

Education

Master of Mass Communication

Nanyang Technological University, Singapore (2008 – 2010)

Bachelor of Business Studies (Marketing)

Nanyang Technological University, Singapore (1999 – 2002)

Professional Certificate in Graphic Design (Web Design)

Chatsworth MediArt Academy, Singapore (2012 – 2013)