



HECTOR TAN

PERSONAL

Name
Hector Tan

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90037397

Email
hectortan78@gmail.com

Nationality
Singaporean

LinkedIn
linkedin.com/in/hectortan78/

LANGUAGES

English ●●●●●

Mandarin ●●●●●

Japanese ●●●●●

Cantonese ●●●●●

INTERESTS

- Reading bibliographies
- Writing
- Coding
- Music
- Backpacking
- Films, Concerts

Disciplined professional with 11 years of experience in digital marketing, analytics, content and communications. Seeks to employ data and programming skills to drive meaningful impact, and train knowledge in data science. The experiences gained in media, content and digital made me realized my deep-rooted passion for working with numbers and patterns to harness insights and inform strategy. Experienced in project management and solution architecture for CRM, marketplace apps and websites.

Github: github.com/hectortan78
General work: hectortan.journoportfolio.com

EDUCATION AND QUALIFICATIONS

Advanced Certificate in Machine Learning, R Programming Aug 2021
Singapore Management University

Certified Data Analytics (R) Specialist Jan 2021 - Jul 2021
Singapore Management University

Bachelor of Science, Marketing 2009 - 2010
University College Dublin, Ireland
Second Class Upper Honours, Grade 1

Diploma in Business Administration 2007 - 2009
Singapore Business Federation

Cambridge General Certificate of Education Advanced Level (GCE 'A' Level) 2006
Catholic Junior College

WORK EXPERIENCE

Head, Business Intelligence Jan 2022 - Present
Knight Frank

- Responsible for mining and harnessing insights from data across verticals and platforms.
- Leading in the setup of data architecture, pipeline, user governance, and assisting IT with solutions architecture.
- Built data unit to support service excellence and corporate strategy planning.

Head, Marketing & Communications Oct 2019 - Present
Knight Frank

- **Raised brand PR and media performance by 295% Q-o-Q.**
- **Increased followership on LinkedIn by 350% in 14 months.**
- **Within 7 months developed and negotiated 6 brand partnerships for business development opportunities.**
- Leading all omnichannel marketing and communications efforts from planning to execution.
- Built content studio and creative production arm.
- Marketing and platform analytics for sales divisions to optimize business activities

Head, Marketing Communications (Digital & CRM) Nov 2017 - Sep 2019
Huttons Group

- **In 18 months raised sales conversion rate of agents by 22% and revenue market share by 8%.**
- **Achieved 26% growth in social media followers and 22% increase in content subscribers.**

- Product manager for digital and mobile assets; managed the development of CRM and mobile applications for sales analytics and pipeline management.
- As content strategist: Implemented content marketing initiatives to reposition the brand from a traditional salesforce into a B2B consultancy cum media portal.
- As full stack marketer: Drive growth hacking activities implementing lead generation methodologies, formulating sales partnerships, and integrating all content, affinity, events, digital and channel marketing efforts for campaigns and salesforce training and retention.
- Set up in house agency team to handle the all creative, communications, advertising and content production initiatives.

Manager, Product Innovation & Pricing

Oct 2016 - Oct 2017

Singapore Press Holdings

- Digital Product Manager for The Straits Times, The New Paper and STJobs (stjobs.sg), doubling as community and business manager for social media.
- Spearheaded new business development and product revamps to open new revenue streams. Implementing pricing strategies and negotiating B2B partnerships at campaign level.
- Handled copywriting, communications, digital and events marketing for all Print and Digital products; conceptualizing creatives with end to end campaign planning and execution.

Co-Founder

Oct 2015 - Jun 2017

Durian Concierge

- **A passion e-commerce project, delivering the king of fruits to the door steps of durian lovers.**

Assistant Communications Manager

Dec 2015 - Sep 2016

Singapore Press Holdings

Increased the readership and reading time of The Straits Times Classified by 12% and 30% respectively, in one fiscal year.

- Copyediting and managing a team of content producers.
- Account lead for master contract clients.
- Lead project management and marketing of initiatives that generate a combined annual revenue of S\$6million.

Communications Executive

Oct 2014 - Nov 2015

Singapore Press Holdings, Singapore

- Content Writer and Social Media Manager for advertisements and branded content.
- Proofreading articles and servicing master contract clients in cross functional team settings.
- Secondary duties include media monitoring and comms analytics.
- Topics covered: Travel, Business, Real Estate, Dining and Self Improvement.

Media Planner

Feb 2014 - Aug 2014

OMD, Omnicom Group

- Account management for ad analytics, media planning and buying, campaign execution and optimization.
- Clientele: McDonald's Singapore, H&M Singapore, Base Entertainment, Heinz

Market Engagement Executive

Jun 2012 - Jan 2014

PHD, Omnicom Group

- **Helped achieved 19M YouTube views within 9 months for Unilever Lifebuoy.**
- **Helped client Unilever Lifebuoy attain awards for Help a Child Reach 5 campaign: Singapore Media Awards 2013 Best CSR Campaign, as well as the World Advertising Research Centre (WARC) Silver Prize for Social Strategy 2013 and 2014.**
- Handled media analytics, planning, digital ad trafficking, generating SEO content.
- Supporting clients with creative copywriting, market reports, research and media strategy, in addition to optimizing their media investments in the Asia, Europe, South America and Russia.
- Clientele: Unilever Global (Personal Care brands), Hewlett Packard Asia Pacific

Conversion Hub Holdings

- **Within 10 months raised website visitor traffic to sgCarmart.com by 160%, from 1M to 2.6M per month (Alexa 2012).**
- Plan and implement digital strategies, website revamps and UX tests for clients.
- Digital analytics and ad trafficking for clients.
- Manage social media accounts for clients on Facebook and Twitter.
- Execute EDM campaigns, SEO and SEM optimization, and market research.
- Clientele: National University of Singapore, National Environment Agency, Public Service Commission, Singapore MIT Alliance for Research and Technology, sgCarMart.com.

SKILLS

R Studio	● ● ● ● ●
Python	● ● ● ● ●
SQL Programming	● ● ● ● ●
Microsoft Power BI	● ● ● ● ●
Microsoft Excel, Office & Powerpoint	● ● ● ● ●
Social Media Ads - Facebook, LinkedIn, Instagram	● ● ● ● ●
E-Commerce Automation	● ● ● ● ●
Lead Generation	● ● ● ● ●
Google Analytics & Adwords	● ● ● ● ●
Attribution Modelling	● ● ● ● ●
SEO & SEM	● ● ● ● ●
Adobe Premiere Pro	● ● ● ● ●
Adobe Illustrator & Photoshop	● ● ● ● ●

PUBLICATIONS

- Tokenizing the World - Singapore View
- Understanding Business Negotiations Across Cultural Differences - Finnish Association of Singapore
- The "New" Normal is a Myth - Singapore View

ACHIEVEMENTS

- Vice President of Public Relations, Toastmasters Club of Singapore
- Vice Captain of Rugby Team, Catholic Junior College
- EAGLES Leadership Award Recipient
- Boy Scouts Troop Leader, Dunman Secondary School

ASSOCIATIONS

- Volunteer Tuition Teacher, Chinese Development Assistance Council (CDAC)
- Volunteer Kitchen Helper, Willing Hearts
- Vice President, Public Relations, Toastmasters Club of Singapore

REFERENCES

Sebastien Lepez
8338 7957