

Jeremiah Leow

MARKETING & COMMUNICATIONS | DIGITAL STRATEGY | GO-TO-MARKET

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MSc Communication Management | 6+ years across integrated marketing, CRM, content and B2B growth

PROFESSIONAL SUMMARY

Marketing and communications professional with 6+ years of experience delivering integrated campaigns, digital content, CRM, social media, website and go-to-market initiatives across technology, public-sector and AI-enabled environments. Track record includes growing LinkedIn audiences by 2,750% in four months, increasing website traffic by 18%, lifting inbound enquiries by 25%, and improving campaign engagement by 15-22%. Hands-on with Salesforce, HubSpot, paid and organic digital channels, analytics and AI-assisted marketing workflows.

CORE EXPERTISE

Integrated Marketing Campaigns | Digital & Social Media | Content Strategy & Copywriting | CRM & Email Marketing | Campaign Analytics & Reporting | Go-to-Market & Product Marketing | Website & Conversion Optimisation | Stakeholder Management | AI-Assisted Marketing Workflows

PROFESSIONAL EXPERIENCE

InsourceAI | Founder — **Sep 2024 - Present**

- Lead go-to-market, content and marketplace positioning for an AI-enabled B2B electronic-components sourcing platform serving manufacturers, distributors and EMS companies.
- Own audience growth, website optimisation, acquisition messaging and sales-enablement content across buyer and supplier journeys.
- Grew LinkedIn followers by 2,750% in four months through targeted B2B content and engagement strategy.
- Increased digital engagement by 22% and reduced operational friction by approximately 20% by translating user feedback into product, UX and website improvements.
- Manage 10+ strategic customer and supplier accounts at 98% client satisfaction, using market feedback to strengthen positioning, communications and commercial workflows.

Maven Potter | Senior Accounts Specialist — **Jun 2024 - Aug 2024**

- Managed PR and social-media campaigns for HPB, SportSG, NECDC and PA, delivering 100% on-time execution.
- Produced 100+ social-media posts and campaign assets, increasing client engagement by 15%.
- Built performance reports using Meta Ads Manager, Google Analytics, TikTok Analytics and Ahrefs, while using AI workflows to accelerate ideation and copy development.

Image Engine | Assistant Marketing Lead — **Jul 2022 - Nov 2023**

- Executed integrated campaigns across paid advertorials, digital channels, social media and websites, increasing website traffic by 18%.
- Led marketing strategy and content coordination for Singapore International Cyber Week, attracting 1,500+ participants.
- Increased social engagement by 20% and earned media by 15% through integrated communications planning.
- Used HubSpot for segmentation, email execution, automation support and campaign reporting, improving cross-functional delivery efficiency by 12%.

Golden Wax | Business Development Executive — **Aug 2021 - Jul 2022**

- Developed website and collateral assets that increased inbound enquiries by 25%.
- Digitised customer-facing and sales workflows, improving operational efficiency by 30%.
- Negotiated contracts and secured three major deals worth SGD 150K, linking marketing activity to measurable commercial outcomes.

SAF | Terrain Analyst — **Oct 2019 - Aug 2021**

- Led intelligence operations and supported strategic planning, achieving top-percentile division results while overseeing ICT and security activities.

SingEx | Digital Marketing Executive — **Apr 2018 - Dec 2018**

- Managed search, display, video and social campaigns, generating 12% more leads.
- Used Salesforce CRM to improve lead follow-up and tracking by 20%, while lifting email open rates 15% above industry benchmarks.
- Improved website usability and conversion journeys, increasing engagement by 10%.

TOOLS & PLATFORMS

CRM & Marketing: Salesforce, HubSpot, Meta Ads Manager, Google Analytics, TikTok Analytics, Ahrefs, LinkedIn
Digital & AI: HTML Email Coding, EDM Slicing, ChatGPT, Codex, Gemini, Claude

EDUCATION & PROFESSIONAL DEVELOPMENT

Singapore Management University | MSc Communication Management	**Dec 2022 - Jul 2024**
Curtin University | Bachelor of Commerce (Marketing)	**2021 - 2022**
Temasek Polytechnic | Diploma in Business/Commerce	**2016 - 2019**
SGInnovate x Google | Scholar	2026 - Present
Northwestern University | Exchange Programme, MS Business/Corporate Communications	Jul 2023 - Aug 2023
Singapore Management University | Graduate Diploma in Communication Management & Innovation	Jan 2022 - May 2022
Lee Kuan Yew School of Public Policy | Professional Certificate in Public Policy Administration	Nov 2021 - Feb 2022
National University of Singapore | Executive Programme, Digital Marketing & Data Analytics	2020