

Priya Raghunathan

Singapore, Singapore
priya.raghunathan@example.com
+65 8100 5521

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Lumen Commerce Asia

Subject: Application for the position of Regional Marketing Manager

Dear Hiring Team,

I am applying for the Regional Marketing Manager position. Running acquisition across six APAC markets on a single budget is the job I do now, and the one I want to keep doing.

You are looking for someone who can grow organic while holding paid efficiency. Over the last eighteen months I grew non-brand organic sessions 168% through technical fixes and an intent-mapped content plan, while cutting blended cost per acquisition 31% by restructuring campaigns around intent rather than volume.

What interests me about this role is the shift from six markets to twelve. The operating problem changes at that size: it becomes about what you standardise and what you let each market decide, and I would like to be the person working that out.

I would be glad to talk about how I would approach the first ninety days.

Kind regards,

Priya Raghunathan