

Priya Raghunathan

DIGITAL MARKETING MANAGER, APAC

+65 8100 5521 | priya.raghunathan@example.com

Digital marketing manager with 7 years running acquisition across APAC. Owns SEO, paid search and lifecycle email for a regional e-commerce business, reports on pipeline rather than impressions, and has taken organic from a rounding error to the largest non-brand channel.

RELEVANT EXPERIENCE

Digital Marketing Manager, APAC

05.2022 – Present

Lumen Commerce Asia

- Own digital acquisition across six APAC markets with a S\$2.4M annual budget: SEO, paid search, paid social and lifecycle email.
- Grew non-brand organic sessions 168% in 18 months through a technical fix programme and a 90-article content plan mapped to search intent.
- Cut blended cost per acquisition 31% by restructuring Google Ads around intent tiers and killing three campaigns that looked fine on clicks and converted nothing.
- Built the channel dashboard in Looker Studio that the leadership team now uses, replacing a monthly slide pack assembled by hand.
- Led a HubSpot lifecycle rebuild: 14 automated journeys, lifting email-attributed revenue from 6% to 15% of the total.
- Manage two specialists and an SEO agency, and run the monthly performance review with country managers.

Digital Marketing Executive

03.2019 – 04.2022

Meridian Travel Group

- Ran paid search and paid social for Singapore and Malaysia, scaling spend from S\$40K to S\$310K a year while holding ROAS above 4.
- Owned the content calendar and social channels, growing engaged followers from 12K to 58K.
- Implemented GA4 and conversion tracking across two sites after the Universal Analytics sunset.

EDUCATION

B.Bus. Marketing

08.2014 – 05.2018

Nanyang Technological University

SKILLS

SEO (technical & content) >>> Google Ads / SEM >>> Paid social >>> Google Analytics 4 >>> Looker Studio dashboards >>> HubSpot marketing automation >>> CRM & lifecycle email >>> Conversion rate optimisation >>> Budget ownership (S\$2.4M) >>> Agency & stakeholder management >>> Campaign reporting & KPIs

LANGUAGES

English — Fluent

Tamil — Native

Mandarin — Conversational

CERTIFICATIONS

Google Ads Search Certification — Google, 02.2025

