

# WIN MYAT KO KO

## Senior Performance Marketing Specialist

Paid Media · Analytics & BI · Audience Growth · Full-Funnel Strategy

Bangkok, Thailand | Open to roles across Southeast Asia and APAC  
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### PROFESSIONAL PROFILE

Performance marketing specialist with 9+ years of full-funnel paid media execution and team leadership across Southeast Asia and APAC. Expert across social media advertising, Google Ads, and programmatic channels, with analytics depth in GA4, BigQuery, and R Programming that most performance marketers don't bring. Managed \$5M+ in advertising spend with measurable results across e-commerce, B2B SaaS, app acquisition, FMCG, and media verticals. Has built and led performance marketing teams in agency environments and is equipped to own the function independently in a senior in-house role.

### CORE COMPETENCIES

PAID MEDIA	ANALYTICS & BI
Social Media Advertising (Meta, LinkedIn, X) Google Ads (Search, Display, Video) Programmatic (StackAdapt, Eskimi and other DSPs)	Website Analytics (GA4) · App Analytics (Firebase) Tag Management (GTM) · BigQuery · Looker Studio R Programming · Ahrefs · SE Ranking Search Console · Social Listening (Brandwatch)
CHANNELS & TACTICS	STRATEGY & LEADERSHIP
SEO · AEO/GEO (AI Search Optimisation) Email & Newsletter Marketing CRM & Marketing Automation Push Notifications · App Marketing · CRO	Full-Funnel Campaign Strategy Audience Segmentation · ROAS Optimisation A/B Testing · B2B Lead Generation Performance Team Leadership

### PROFESSIONAL EXPERIENCE

#### Senior Performance Marketing Consultant

 Cuttlefish Digital (APAC Agency) · Remote · April 2023 – Present

*Retained consulting engagement. Contributed to the digital growth of Energy Tracker Asia and Climate Impacts Tracker Asia as part of a wider editorial and strategy team.*

- Managed paid distribution, newsletter, podcast, and push notification channels for two APAC climate and energy media platforms, working within a wider editorial and strategy team.
- Contributed to 1,966% organic search traffic growth over three years through paid media distribution and AI search optimisation (AEO/GEO).
- Implemented audience segmentation across paid channels, driving 1,116% growth in key conversion events and 427% improvement in average session duration.
- Supported the launch of Climate Impacts Tracker Asia in early 2023; platform reached 22,915 average monthly organic users by end of 2024.
- Grew multi-channel distribution to 14,000+ active newsletter subscribers, 97,000+ average annual podcast downloads, and 30,000+ push notification subscribers per platform.
- Conducted original research on SEO-to-AI search traffic correlation, directly informing content and domain authority strategy for 2025.

#### Digital Director

 Nexlabs (Full-Service Digital Marketing Agency) · Myanmar & APAC · 2022 – April 2023

*Concurrent with Cuttlefish consulting engagement.*

- Directed digital and growth strategy across a multi-client agency portfolio spanning Myanmar and APAC markets.
- Managed cross-functional teams and multi-million USD media budgets across performance, SEO, and content channels.
- Oversaw campaign delivery across e-commerce, fintech, FMCG, technology, and financial services verticals.

### **Associate Director, Head of Performance Marketing** Nexlabs · 2020 – 2022

- Built the performance marketing practice from zero; recruited and mentored a team of six specialists, all of whom progressed to senior or regional digital roles across Southeast Asia.
- Managed full-funnel APAC paid media campaigns across e-commerce, FMCG, SaaS, banking, and technology verticals.
- Visier (B2B SaaS, ANZ Market): Rebuilt conversion tracking and launched precision LinkedIn and Google campaigns for a leading Canadian HR analytics platform expanding into Australia and New Zealand; achieved 36% reduction in LinkedIn cost per lead.
- City Mall Online (E-commerce): Drove launch performance for Myanmar's first major online grocery platform through full-funnel paid media and CRM-backed retargeting; delivered 53x return on ad spend.

### **Performance Marketing Manager** Nexlabs · 2018 – 2020

- CookieTV (Myanmar's leading streaming platform): Diagnosed acquisition and monetisation funnel inefficiencies; restructured targeting, bidding, and creative strategy to achieve a 95% reduction in cost per app install.
- Wall Street English Myanmar (ISO-certified English learning centre): Designed an intent-driven lead generation system; grew qualified leads by 75% while reducing cost per lead by 22%.
- Flexible Pass (Leading fitness app): End-to-end funnel optimisation delivered 89% lower cost per install and 25% higher install-to-registration conversion rate.

### **Senior Account Executive** Nexlabs · 2016 – 2018

- Managed digital campaigns and client relationships across Myanmar brands and regional partners; built core expertise in paid social, Google Ads, analytics, and campaign reporting.

## **CERTIFICATIONS**

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- Google Ads Certifications (Search, Display, Video) · Google
- Google Analytics 4 Certification · Google
- Google Data Analytics Professional Certificate · Google / Coursera
- Facebook Certified Buying Professional · Meta
- Advanced Programmatic Certification · StackAdapt
- HubSpot Inbound Certification · HubSpot
- ICMI Digital Strategy Certification · ICMI

## **EDUCATION**

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- ❖ **Bachelor of Information Technology** James Cook University · 2010 – 2013  
Specialisation: Gaming and Interactive Technology
- ❖ **International Diploma, Network & Cyber Security** Informatics Education Ltd. (NCC Education, UK) · 2010  
· Grade: A
- ❖ **International Diploma, Computer Studies & Computer Science** Informatics Education Ltd. (NCC Education, UK) · 2008 – 2009 · Grade: A  
  
Outstanding Student Award, SUN Microsystem