

CONTACT ME AT

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SKILLS SUMMARY

- Brand Marketing
- Digital Marketing
- Project Management
- Team Management
- Business Development

CLARIZA YU

HEAD OF SHOPEE MALL & OFFSITE SOLUTIONS

PERSONAL PROFILE

Highly accomplished marketing leader with a track record of driving revenue growth and customer engagement in both B2B and B2C environments. Proven success in new user acquisition, retention, and revenue generation, with a documented history of exceeding targets and KPIs. Expertise in developing and executing comprehensive marketing plans, with a strong focus on team collaboration, project management, and cross-functional alignment. Data-driven and detail-oriented, with a proven ability to leverage analytics to optimize campaigns and improve ROI

WORK EXPERIENCE

Head of Shopee Mall & Offsite Solutions

Shopee Philippines | February 2023 - present

- Oversee and lead project management across multiple departments, including Mall, Mall Acquisition, and Offsite Solutions.
- Effectively manage and supervise projects such as CPAS, GAS, TikTok Ads, Seller Affiliates, and Affiliate Marketing Solutions
- Tasked with the responsibility of boosting Mall GMV and increasing order contributions to the overall platform

Head of Brand & Offline, Regional Marketing

Shopee Singapore | July 2022 - January 2023

- Spearheaded comprehensive branding and offline marketing efforts for ShopeePay and Shopee Food across a diverse array of markets, including Singapore, Malaysia, Thailand, Indonesia, Vietnam, and the Philippines
- Accountable for elevating the performance of these business units, encompassing the entire spectrum of campaign planning, execution, budget optimization, as well as post-campaign reporting and analysis

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Head of Brand Marketing, Partnerships, Influencers and Events

Shopee Philippines | April 2019 - July 2022

- Led and directed five dynamic teams, comprising over 60+ talented marketers specializing in Partnerships, Influencers, Celebrity, Brand & Offline, and Events
- Instrumental in driving Shopee's TV creative buys, resulting in an astounding 200x growth in new user acquisition
- Oversees Shopee's marketing budget and organic B2C user acquisition initiatives in the Philippines, while also spearheading all above-the-line campaigns, influencer activations, partnership endeavors, celebrity management, and event executions

Head of Partnerships

Shopee Philippines | April 2018 - July 2022

- Responsible for growing Shopee's partner roster from all industries - finance, telco, logistics, travel, etc
- Grew partners by 300x 3 months in the job
- Increased partner subsidy from 0 - 100% in 1 year

Country Head - Philippines & Hongkong

Fave Malaysia | November 2016 - April 2018

- Developed and executed the company's business strategies in order to attain the occupancy, business growth and financial targets
- Managed and grew overall business
- Represented the brand in all relevant platforms and opportunities

Regional Partnerships Head

Fave Malaysia | May 2016 - October 2016

- Reporting directly to the CEO, managed a team of 5 marketing managers across regional offices in Singapore, Malaysia, Taiwan, Hongkong, Philippines
- Responsible for marketing budget and organic user acquisition targets per country
- Developed and implemented a robust partnership plan including goals, timetables and strategies for acquisition and retention

Marketing Manager

Fave Philippines | Sept 2015 - May 2016

- Responsible for engaging and growing PH's user base
- Created online and offline campaigns to mobilize communities to build affinity to the brand
- Took the lead in local public relations and media management
- Hustled to close brand partnerships for the country to maximize user acquisition

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Head of Strategy

Sand Phoenix Qatar | Feb 2015 - August 2015

- Reported directly to the CEO, managing a team of 15 marketers & designers
- Developed marketing strategies based on client's needs
- Provided short and long term market forecast and reports by directing market research collection, analysis and interpretation of market data

Marketing Manager

Rocket Internet - Easy Taxi PH | April 2014 - January 2015

- Coordinates directly with the CEO, Regional Managing Director and the global team
- Responsible for engaging and growing PH's user base
- Spearheaded "Easy Taxi Product Cars" project; a partnership formed with several leading lifestyle and technology brands in Manila, to offer a truly unique and one of a kind in-cab experience to its passengers
- Primary media spokesperson and point person for press inquiries and media features in numerous online and offline publication

Account Manager

San Miguel Corporation - Wi Tribe PH | Nov 2011 - March 2014

- Responsible for building a strong relationship with clients
- Caters to day to day business needs of clients to ensure objectives are met
- Acts as a liaison between the client and departments within the company to convey information, ensure understanding, and make certain everything gets done in an accurate, timely manner