

GOH KENG MEI (Mei)

Ecommerce Growth & Digital Lead | D2C, Performance Marketing & Marketplace Growth| MYSG
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PROFESSIONAL SUMMARY

Ecommerce and digital growth driver with 10 years of experience across FMCG and marketplace ecosystems (Reckitt, Lazada/ Alibaba Group). Proven track record in driving GMV growth, scaling social commerce, and optimizing end-to-end customer journeys across Malaysia and Singapore. Experienced in managing multi-million marketing budgets and delivering data-driven strategies that improve customer acquisition, conversion, retention, and profitability across marketplaces and D2C channels.

CORE EXPERTISE

- Ecommerce Strategy & Growth (Shopee, Lazada, Shopify D2C Store, TikTok Shop, Amazon, On-demand)
- Oversee Ecommerce Performance Marketing & Budget Management for Meta Ads, Google ads and other in-platform ads types (Shopee, Tiktok, Lazada).
- Performance marketing and ecommerce campaign optimization to improve ROAS, customer acquisition, and conversion efficiency across MYSG markets.
- Social, Livestream Commerce and Content Strategy, Planning & Execution
- Campaign & Mega Sale Planning (eg: 9.9, 11.11, 12.12, Super Brand Days)
- Data Analytics (GMV, CTR, CVR, AOV, Traffic)
- Team Leadership, Stakeholder Collaboration and Agency Management
- Extensive Marketplace Store Operations, Ads Management & Digital Shelf Excellence
- Search Optimization & Ecommerce SEO (On-platform & Organic)

PROFESSIONAL EXPERIENCE

Reckitt (2020 – 2025)

MYSG Ecommerce Performance Marketing & Customer Experience Lead (2025)

MYSG eBrand /Online Brand Manager (2024–2025)

Senior Manager, Ecommerce UX/CX Lead (2022–2024)| UX Manager – Ecommerce (2020–2022)

- Led end-to-end ecommerce strategy across Malaysia & Singapore, covering Shopee, Lazada, Brand Store (Shopify), TikTok Shop, Amazon, Watsons, Guardian, and on-demand platforms
- Managed multi-market performance marketing budgets of ~SGD1M and RM5M, optimizing spend to improve ROAS, customer acquisition efficiency, retention, and profitable GMV growth.
- Spearheaded major ecommerce campaigns and mega sale activations, aligning commercial, marketing, and platform teams to maximize visibility and sales
- Pioneered end-to-end livestream and social commerce strategy and operational framework across 3 business units (Nutrition, Health & Hygiene), standardizing processes to scale performance
- Owned UX/CX strategy and store operations across digital touchpoints, improving conversion rates, basket size, and overall customer journey
- Built and scaled livestream commerce and social commerce initiatives, including growing a sexual wellness brand from zero to 40% of total online sales contribution through customer engagement, CRM activation, and community-driven commerce strategies.

- Developed customer retention initiatives through CRM, email, WhatsApp engagement, and gift-with-purchase programs to strengthen customer loyalty, encourage repeat purchases, and improve lifetime value.
- Established digital shelf and content excellence standards across 20+ brands, ensuring consistency with global guidelines and local regulatory compliance
- Redesigned end-to-end campaign workflows, improving execution efficiency by 100% and accelerating go-to-market timelines
- Led and coached a team of 2–3 members, while managing external agencies and partners to deliver business outcomes

Lazada Group (2017 – 2020)

Category Manager| Brand Account Manager (2018–2020)| Sr. Onsite Manager Merchandiser (2017–2018)

- Managed and grew the Beauty & Wellness category through data-driven strategies, seller development, and campaign optimization
- Planned and executed platform-wide campaigns to drive customer acquisition, retention, and category growth
- Analyzed consumer trends and performance data to identify opportunities and improve category performance
- Built strong relationships with brands and sellers to achieve sales targets and resolve operational challenges
- Collaborated with marketing, partnerships, and social teams to maximize campaign reach and effectiveness
- Trained and onboarded sellers, improving adoption of platform tools and enhancing overall seller performance

RHB Banking Group (2012 – 2017)

Management Trainee| Relationship Manager

- Managed portfolio of corporate clients across lending and deposit products
- Developed and executed client retention and cross-selling strategies to drive revenue growth
- Prepared credit proposals within risk guidelines and conducted annual client reviews

AWARDS & RECOGNITION

- Reckitt Compass Award (3x recipient) – Recognition for outstanding contribution to the business and impact
- Reckitt Best Innovation Award – For driving innovative ecommerce initiatives
- Lazada Digital Innovation Award – For AI-powered store chat integration enhancing customer experience and conversion

EDUCATION

Masters in Science in Economics, Accounting & Finance – University of Bristol, United Kingdom

ADDITIONAL INFORMATION

- Markets: Malaysia & Singapore (MYSG)
- Tools: Marketplace Analytics Dashboards and Ads Management, Canva, Capcut, AI Tools (ChatGPT, Copilot, Gemini)
- Platforms: Shopee, Lazada, Shopify Brand Store (D2C), TikTok, Amazon, GrabMart, Pandamart
- Languages: English, Bahasa Malaysia