

Li Tuo (PMP, MBA)

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EDUCATION

SINGAPORE MANAGEMENT UNIVERSITY January 2016 - January 2017

Master of Business Administration in Marketing – Singapore

Recipient of Academic Excellence Scholarship (GMAT 710, GRE converted, GPA 3.53)

NEW YORK UNIVERSITY – New York City, United States / Singapore

September 2011 - May 2013

Master of Fine Arts in Animation and Digital Arts

Recipient of School Scholarship (GPA 3.975)

YANSHAN UNIVERSITY – Qinhuangdao, China

September 2007 - June 2011

Bachelor of Engineering in Measurement and Control Technology and Instrument

Recipient of Third Level Scholarship

EXPERIENCE

UBS AG – Singapore

August 2022 – Present

UBS is a bulge bracket and the largest wealth management organization in the world.

Associate Director, Digital Adoption Manager

Duties:

- Accelerated the company's digital transformation. Planned and carried out the adoption strategies of the bank's digital eco-system.
- Devised the long-term plan to change the perception and behaviors from internal and external stakeholders towards digitization, e.g. developing online/offline pricing strategies for trading and banking documents, co-building a more responsive and flexible mechanism to engage with the front office on digital topics.
- Led the change management for new digital rollouts by collaborating with product teams to ensure the product success, communicating the rollout progress regularly to senior internal stakeholders, conducting trainings for the client support team, and managing external communications and promotions.
- Owned the client-facing campaigns to incentivize targeted clients to meet digital OKRs and to manage the client life cycle.
- Served as the go-to person for UBS Digital Banking (E-Banking and Mobile Banking App) and online trading (securities, ETFs, structured products, etc.) in the bank, and communicated relevant news and updates to the front office on a regular basis.
- Managed the client-facing website and the advertisement on the digital banking platform, created marketing and promotion content, and developed the performance report accordingly.
- Leveraged data analytics to support above projects. Integrated the data from various sources and established creative and customized data-processing workflows to satisfy the projects' requirements.
- Managed external agencies and oversaw the digital adoption budget in APAC.
- Assisted to organize offline events and campaigns to promote the digital products.

Achievements:

- The client campaign to boost online trading delivered 1 billion USD turnover in 3 months, 15 times of the regional peer's performance. The clients acquired from the campaign performed 12% more online trades with 24% more turnover than other clients on average.
- The advertisement campaigns always delivered CTRs above the 4% benchmark and up to 15%.
- The projects with the creative and customized data processing workflows proved to be highly effective and served the bank's digital adoption strategy with continuous evolvement. Annual digital OKRs were reached in advance. Some of the OKR performances exceeded the targets by double-digit percentage.

SWIRE SHIPPING PTE LTD – Singapore

March 2019 – August 2022

Swire Shipping is the shipping arm of the Swire Group, a British MNC focusing on multiple industries in APAC.

Assistant Manager, Digital Marketing

Duties:

- Accelerated the company's digital transformation. Led the digital marketing strategies of the eCommerce platform.
- Managed the performance data of the platform in Google Analytics, Zendesk and DRB. Analyzed and visualized the data with Python, Power BI and Data Studio, and developed monthly reports for business decisions.
- Planned and carried out digital marketing campaigns to increase awareness of the platform and to drive leads and revenue. The campaigns included SEO, Google Ads, YouTube Ads, and LinkedIn Ads.
- Communicated the company and industry news to the public, created professional contents in English and Chinese, and managed the company's LinkedIn and WeChat accounts.
- Produced a wide range of information products, including slides, brochures, posters, videos, and web designs for various communication projects, e.g., the promotion of IMO 2020 and UNEP Moana Taka Partnership.
- Managed external stakeholders and agencies for multiple marketing projects.

Achievements:

- The monthly report contributed to the optimization of the platform website, the improvement of customer service, the provision of the new products, and other business decisions.
- The platform traffic increased by over 50% in 3 months, the monthly leads grew by 130% in 6 months, the revenue raised by 48% in 2021. The online ads outperformed the B2B industry benchmark, and the social media followers doubled within one year.

PLUNIFY PTE LTD – Singapore

April 2017 - March 2019

Plunify is a tech start-up that uses machine learning and cloud computing to optimize semiconductor design.

Digital Marketer

Duties:

- Accomplished the company's marketing framework, made marketing plans for the key products (enterprise software and cloud service) periodically, and reviewed the performance accordingly.
- Developed digital marketing campaigns to increase awareness and to drive leads for the key products. The campaigns included SEO, Google Ads, LinkedIn Ads, and ads on digital media of the industry.
- Designed and managed the company website. Revised the website based on the business timeline and the performance data from Google Analytics and Search Console.
- Communicated the company and industry news to the public, created/translated professional contents in English and Chinese, and managed the company's blog, newsletter, and social media accounts such as LinkedIn, Facebook, Twitter, and WeChat.
- Produced a wide range of information products, including slides, whitepapers, brochures, posters, videos.
- Assisted with PR, media release and offline campaigns, and liaised with external stakeholders and agencies.

Achievements:

- The SEO traffic improved by over 60%, the social media organic readership raised by 2.5 times, the monthly leads increased by 4.8 times, and the converted clients included several top-tier semiconductor giants.

OCBC BANK – Singapore

May 2016 - November 2016

OCBC is the second largest bank in Singapore, providing financial services to clients in SEA and Greater China.

Marketing Specialist (MBA internship)

Duties:

- Led the visual communication of the FinTech team. Contributed to the publication plans, designed the team's website, and produced a wide range of information products, including slides, posters, videos.
- Assisted to organize multiple FinTech events and liaised with the bank's internal and external stakeholders.

Achievements:

- Delivered visual design for OCBC CEO Awards Ceremony 2016 and OCBC Lab Crawl in Singapore FinTech Festival 2016.

URBAN CREATIONS PTE LTD – Singapore

January 2015 - January 2016

Urban Creations is a marketing agency focusing on events, exhibitions, high-end galas, and commercial interiors.

Senior 3D Designer

Duties:

- Conceptualized and designed events, exhibitions, high-end galas, and commercial interiors.
- Liaised with clients regularly to meet demands in all creative and technical aspects.

Achievements:

- Led design concepts to win 2-3 mandates of client projects per month. Clients included Audi, Singapore Press Holdings (SPH), Singapore Telecommunications (SingTel), NCS, Beko, and Harvey Norman.

CONCEPT ALLIANCE, ASIA PTE LTD – Singapore

August 2013 - January 2015

Concept Alliance, Asia is a marketing agency focusing on events, exhibitions, and high-end galas.

3D Designer

Duties:

- Conceptualized and designed events, exhibitions, and high-end galas.

Achievements:

- Led design concepts to win 2-3 mandates of client projects per month. Clients included Singapore Government, Singapore Telecommunications (SingTel), British American Tobacco, Volkswagen, Unilever, and Huawei.

STREAMING MUSEUM – New York City, United States

June 2012 - August 2012

Streaming Museum is a New York based organization focusing contemporary multi-media arts.

3D Animator (MFA internship)

Duties:

- Conceptualized visual ideas for the museum.

Achievements:

- Completed a short 3D animation independently to promote an Antarctic project.

ADDITIONAL

- Language: English (Proficient), Chinese (Proficient), Spanish (Intermediate)
- Project Management Professional (PMP)
- United Nations ESG certification – Advancing Sustainable Development in Practice, Introduction to Sustainable Finance
- Diploma of Spanish as Foreign Language (DELE) – B1
- Google certification – Google Analytics, Search Ads, Display Ads, Data Studio
- Officially selection by Venice Biennale 2015 (*Inversion*, as 3D Printing Project Manager)
- Nomination for Best Short Animation by Creative Art Film Festival 2014, official selection by Artsfest Film Festival 2014 and Davis Film Festival 2014 (*Mr. Triangle Head*, as Producer and Director)
- Academic excellence prize by Beijing New Oriental School 2010
- Provincial first prize of China Adolescent Science and Technology Innovation Contest 2007