Venus Poon

MARKETING, BRAND & DIGITAL GROWTH LEADER

hello@resume.venuspoon.com

13+ Years Leading Marketing Strategy, Revenue Scale & Multi-Market Execution

Marketing leader with **13+ years** driving **revenue growth**, **customer acquisition**, and **brand performance** across North America and APAC. Builds and scales high-performing, full-funnel marketing functions that connect **brand**, **digital performance**, and **lifecycle strategy** to measurable commercial outcomes.

Known for improving underperforming funnels, aligning marketing with business priorities, and delivering **integrated go-to-market strategies** that drive **ROI**. Experienced leading cross-functional teams, managing complex budgets, and modernizing marketing systems for scalability and long-term growth.

Senior Head of Marketing & Brand (present)

Head of Marketing (2021)

INTERNATIONAL SCHOOLS PARTNERSHIP

2021 – Present

Lead regional marketing and brand strategy across schools in the US & Canada, providing senior-level direction, governance, and prioritization across digital, brand, and lifecycle channels. Serve as the strategic anchor between schools, regional leadership, and central teams.

- Own marketing planning, prioritization, and budget oversight
- Set brand and digital direction across web, CRM/email, and organic channels
- Establish brand governance and standards across school and group outputs
- Transition the team from reactive execution to a scalable operating model
- Mentor regional and school teams to build in-house capability
- Advise senior leadership on market insight, priorities, and resource allocation

Director of Performance Strategy

REPRISE DIGITAL

2021

Directed digital growth strategy for enterprise accounts including paid social, media, content, and funnel performance. Partnered with CMOs and revenue leaders to deliver measurable business outcomes.

- Increased **ROAS 25%** by redesigning performance funnels and strategy
- Built cross-channel frameworks for CAC, retention, and full-funnel optimization
- Led high-impact strategic workshops for marketing and revenue teams
- Enabled pitch wins through brand storytelling, insights, and creative direction

Associate Director of Digital Marketing

THE CANADIAN PRESS

2019 – 2021

Owned digital strategy to drive B2B licensing revenue, inbound lead generation, and organic growth.

- Increased **sales conversion 15%** through improved MQL quality and lifecycle flows
- Reduced CAC through cross-channel optimization and automated nurture flows
- Grew organic traffic 40% YoY via SEO, content, and UX transformation
- Partnered with sales to build high-performing ABM and revenue campaigns

CORE LEADERSHIP AREAS

- Marketing & Growth Strategy
- Brand Strategy & Positioning
- Digital Performance & Growth
- CRM & Lifecycle Marketing
- Web, UX & Experience Optimization
- Marketing Operations & Forecasting
- Executive Stakeholder Alignment
- Cross-Functional Leadership

TECH STACK

AI & Productivity:
ChatGPT, Gemini, Microsoft Copilot (Microsoft 365), Notion AI, Fathom, Midjourney

Analytics & Performance:
Google Analytics 4,
Google Ads Manager,
Adobe Analytics,
Meta Business Suite

CRM & Automation:
Salesforce, HubSpot, Marketo, Salesforce Marketing Cloud

Web & eCommerce:
WordPress, Shopify, Magento, Adobe Experience Manager

Creative & Design:
Adobe Creative Cloud, Canva, Figma

CRM Lead

CATHAY PACIFIC AIRWAYS
2015 – 2018

Led the global transformation and ongoing management of the Marco Polo Club loyalty program, overseeing strategy, program design, digital ecosystem, and cross-market execution. Owned the full loyalty lifecycle across mobile, web, email, social, and inflight channels, driving member engagement and customer value while aligning loyalty performance with premium revenue goals.

- Directed cross-functional and regional teams to ensure global alignment and seamless delivery of the loyalty strategy
- Led insight programs—including research and focus groups—to shape proposition design and high-value customer behavior
- Established global communications frameworks for consistent program storytelling and market rollout
- Oversaw ongoing platform enhancements across web and mobile to elevate loyalty experience and engagement

Marketing Manager

THE PENINSULA HOTELS
2014

Owned eCommerce and content strategy to improve digital guest experience and direct bookings. Managed multi-channel campaign execution and brand communications.

- Revamped website UX to increase conversion and engagement
- Delivered promotional and seasonal campaigns tied to revenue targets
- Supported property-level events and CSR initiatives with branded materials

Marketing Manager

ROYAL CARIBBEAN CRUISES
2014

Directed launch marketing strategy for **Asia-Pacific expansion**, combining digital, PR, and experiential channels to support regional growth and brand recognition.

- Built pre-launch digital strategy and integrated campaign materials
- Partnered with sales and PR to drive awareness and engagement
- Managed regional events and internal communications

Marketing Executive

SERVCORP
2012 – 2014

Oversaw Asia-Pacific B2B marketing strategy and CRM campaigns, driving brand growth, lead generation, and sales enablement across serviced office markets.

- Drove lead generation and brand visibility across digital and print
- Managed agency partners and internal teams for campaign delivery
- Designed content strategy to support client acquisition and loyalty

EDUCATION

BSC, Management
London School of Economics and Political Science (University of London), 2012

LANGUAGES

English - Fluent
Cantonese - Native

PORTFOLIO & PROFILE

linkedin.com/in/venuspoon
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OUTSIDE OF WORK

Certified scuba diver, snowboard instructor, badminton player