



Khoo ChinHan

PERFORMANCE MARKETER

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CONTACT



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Perlis / Penang

LANGUAGES

Mandarin

English

Malay

PROFILE

I'm a Performance Digital Marketer who specializes on creating ads, landing page & funnel that converts.

I enjoy split testing different ideas, track what gets the best results, and making improvements along the way.

PRIMARY SKILL

Facebook Ads

- Spent more than RM3 M on FB while achieving target ROI.
- Experience in selling health, Ecom, SAAS, Digital Courses.

Ad Networks (Native Ads, Pop Ads)

- Spent more than RM1 M on Ad networks.
- Built a lot of landing pages for sell health products, digital downloads, VPN, etc.

Funnel Building & Landing Page CRO

- Built landing pages & funnel to sell digital products to USA market.

Direct Response Copywriting

- Write compelling landing page headlines, copy, objection handling and urgency to push user to make purchase.
- Achieved 10% conversion rate (Get 1 sales for every 10 clicks) across various niche & products.

OTHER SKILLS

- SEO
- API & Automation
- Advanced GPT Prompting
- Media Buying
- Full Funnel Optimization
- Conversion Rate Optimization
- Tracking & Data Analysis
- SMS / Email Marketing

Recent Work Experience

FREELANCE DIGITAL MARKETER & CONSULTANT

Funnel Building & Salesletter Copywriting

- Help clients from different niches & field to build their landing page from scratch.
- Clients are able to generate leads & sales consistently using these funnels.

Facebook Ads & Ad Network

- Use paid traffic to bring leads & sales to customer.
- Usually, these are lead to the landing pages that I built.

SEO & CRO

- Revamped client's website to be SEO friendly, while maintaining high conversions.

Training & Interviews

- Help clients to interview new digital marketers, and provide new hires with SEO, FB Ads, CRO training.

KEY ACHIEVEMENTS

- Built landing page that convert at 10% on cold traffic. (10 clicks, get 1 sale)
- Develop funnel & marketing plan for software company, and to stand out from competitors.
- Generated 600+ monthly website registers for client using paid ads.
- Increase volume of leads by identify website UI UX problem that causes user to leave.

SPREAD SDN BHD

Facebook Ads

- Added API & automation so to increase CS followup efficiency. Also setup email automation to keep leads warm.
- Split test Campaign Objective, funnels, different setting to ensure we are using the best setup to maximize ROI.

Ad Networks (Native Ads, Pop Ads)

- Built a lot of landing pages with different angles to promote company products.

SEO & Landing Page CRO

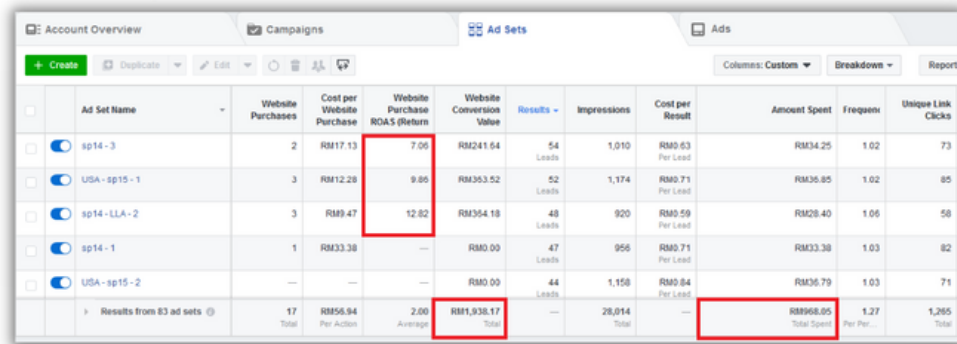
- Optimize website lead capture flow, UI UX, to maximize conversion.

KEY ACHIEVEMENTS

- Received a few promotions in 3 years. From Digital Marketer to Manager.
- Significantly reduced customer acquisition cost, and create FB Ad SOP.
- Helped company website rank at #1 for a few main keywords.
- Requested company to hire the first CS. Now they have expanded to full team of 10+ CS team.
- Setup automation that helps increase CS followup efficiency & leads quality.

Affiliate Marketing & Other Experience

CLICKBANK + FACEBOOK ADS



A screenshot of the Facebook Ads 'Account Overview' page. The table shows performance for various ad sets. The 'USA-sp15-1' ad set is highlighted with a red box, showing 85 unique link clicks. The 'Results from 83 ad sets' summary row at the bottom is also highlighted with a red box, showing a total of 1,285 unique link clicks.

Ad Set Name	Website Purchases	Cost per Website Purchase	Website Purchase ROAS (Return)	Website Conversion Value	Impressions	Cost per Result	Amount Spent	Freqs	Unique Link Clicks
sp14-3	2	RM17.13	7.05	RM241.64	54 Leads	RM0.63 Per Lead	RM34.25	1.02	73
USA-sp15-1	3	RM12.28	9.86	RM353.52	52 Leads	RM0.71 Per Lead	RM36.85	1.02	85
sp14-LLA-2	3	RM9.47	12.82	RM354.18	48 Leads	RM0.59 Per Lead	RM28.40	1.06	58
sp14-1	1	RM33.38	—	RM0.00	47 Leads	RM0.71 Per Lead	RM33.38	1.03	82
USA-sp15-2	—	—	—	RM0.00	44 Leads	RM0.84 Per Lead	RM36.79	1.03	71
Results from 83 ad sets	17	RM56.94 Per Action	2.00 Average	RM1,938.17 Total	28,014 Total	—	RM968.05 Total Spent	1.27 Per Per...	1,285 Total

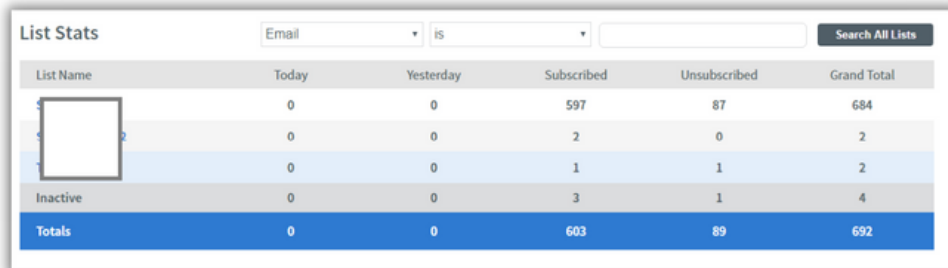
I use Facebook Ads + Landing page for this project.

In this campaign, I target USA market only.

Campaign objective: Leads

Vendor	Hop Count	Earnings Per Hop	Hops Per Order	Hops Per Order Form Impression	Order Form Impression Count	Order Form Server Calls	Order Form Sale Conversion	Initial Sales Count	Initial Sales Amount
	1,315	\$0.50	54	8	151	35	15.89%	24	\$654.05

The landing page will capture user's email, and the email is added into Aweber's email automation.



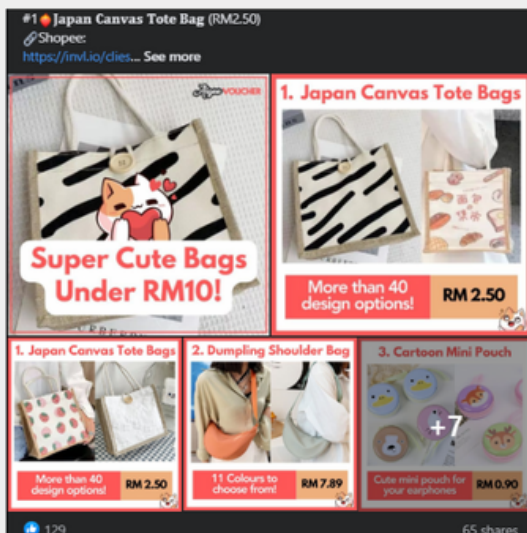
A screenshot of the Facebook Ads 'List Stats' page. The table shows subscriber and unsubscribed counts for various lists. The 'Totals' row is highlighted with a red box, showing 603 subscribers and 89 unsubscribed users.

List Name	Today	Yesterday	Subscribed	Unsubscribed	Grand Total
[Redacted]	0	0	597	87	684
[Redacted]	0	0	2	0	2
[Redacted]	0	0	1	1	2
Inactive	0	0	3	1	4
Totals	0	0	603	89	692

So, the users will receive 1 email/day.

For every 100 leads, I get around 4-5% purchase within 14 days.

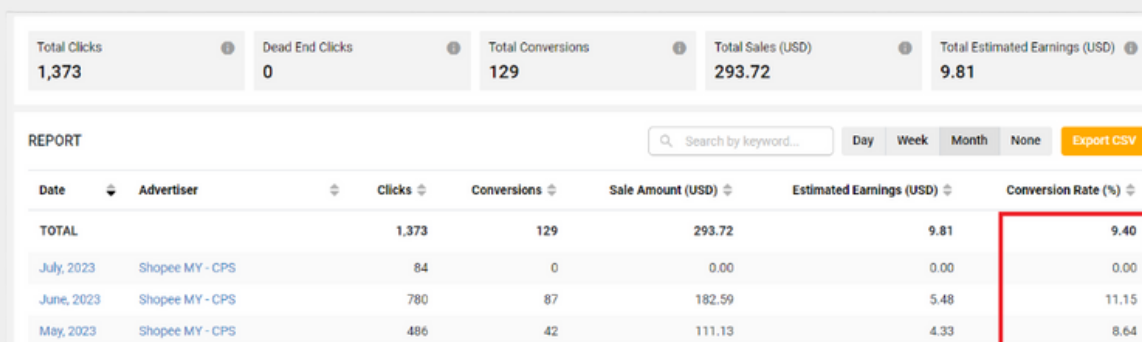
SHOPEE AFFILIATE + FACEBOOK ADS



For this campaign, I use Facebook Ads and send users to shopee.

I selected a bunch of cute + low priced handbag, and combined it into a post.

The FB objective used was engagement, and the conversion rate was around ~9% for this campaign, mainly because all these products are very low priced.



A screenshot of the Shopee Affiliate Facebook Ad report. The table shows performance metrics for the campaign. The 'Conversion Rate (%)' column is highlighted with a red box, showing a total conversion rate of 9.40%.

Date	Advertiser	Clicks	Conversions	Sale Amount (USD)	Estimated Earnings (USD)	Conversion Rate (%)
TOTAL		1,373	129	293.72	9.81	9.40
July, 2023	Shopee MY - CPS	84	0	0.00	0.00	0.00
June, 2023	Shopee MY - CPS	780	87	182.59	5.48	11.15
May, 2023	Shopee MY - CPS	486	42	111.13	4.33	8.64

Traffic Source & Tools I've used before

