



TERENCE LEONG

Content marketer, Facebook ads and lead-gen specialist

Co-founder of TripCanvas & Agency T



473 Pasir Ris Drive 6, SG 510473



terence@tripcanvas.co



/in/terence-leong-hc



+65 94746343

3 words about me: Builder, Analytical, Adaptable

I am a content marketing strategist (with strong execution ability) and FB ads specialist. I have 6 years of success in building & managing a team of 10-20, executing digital marketing campaigns, and growing travel websites into 70 million readerships.

As a Malaysian that has been living in Singapore for more than 10 years, I have a deep understanding of Singaporeans and Malaysians behaviours, which allows me to help you craft content, keywords and ads strategy that can resonate well with their needs.

EXPERTISE

Content Marketing
SEO
Facebook marketing
Facebook Ads
Product management

Other skills

Video production and editing (Premiere Pro)
Adobe Photoshop, Lightroom
Manychat chatbot
Business development (consultative selling)
DSLR camera handling (Intermediate)
HTML, MYSQL, PHP (Elementary)

EDUCATION

Nanyang Technological University
Bachelor's Degree (First Class honours)
Mechatronics, Robotics, and Automation Engineering · (2007 - 2011)

LANGUAGE

English (Native)
Chinese Mandarin (Native)
Malay (Conversational)

WORK EXPERIENCE

Agency T & Academy T, Content marketer, Facebook ads and lead-gen specialist

APRIL 2021 - PRESENT

- We help professional services providers generate leads and build trust and demand for their services through content marketing.
- My scope of work includes
 - Landing page strategy: Positioning, pain point study, SEO keywords research, offer-structuring and conversion-focused copywriting.
 - Content strategy and production: Pain point-driven approach, identify content pillar that can be used to create content that resonates with the audience, SEO keywords research and visuals creation that help improve retention rate.
 - Conversion focused chatbot flow design
 - FB lead-gen: AB testing (ads creative and audience sets), ads sets optimisation and scaling.
- Planned, created, launch and marketed content marketing course in 3 months.

TripCanvas, Managing editor and growth hacker

JANUARY 2015 - PRESENT

- As one of TripCanvas' co-founders, I helped build this online media business from scratch. Thus far we have been serving more than 70 million visitors and generating more than USD 5.7 million in revenue to our advertising partners.
- Major partners we have worked with include Indonesia, Thailand, and Malaysia Tourism Board, Klook, Airbnb, Uber, GOJEK, international hotel chains like InterContinental, Marriott, and more.

TripZilla (Travelogy.com Pte Ltd), Product Manager

NOV 2013 - DEC 2014

- Key achievement: Web products users growth by about 30% in 1 year time.
- Worked with a team of programmers and content editors to ensure that the product quality is up to standard.
- Manage marketing campaigns for partners like AirAsia, AVIS, Chan Brothers to exceed the promised numbers.