

Singapore PR | +65 8303 5575 | n.braman@gmail.com | <https://www.linkedin.com/in/nicholasbraman/>

## SUMMARY

- ❖ 10 years of marketing experience across Singapore and China with over 8 years specifically in Technology and Cloud/SaaS/AI based companies creating impactful stories and demand generation across Asia via the latest and greatest marketing tools.
- ❖ In-depth experience in the entire marketing chain from demand generation campaigns, digital marketing, content strategy, localization of global campaigns, ABM, roundtables, social media, partner/channel marketing, and physical/virtual events.
- ❖ Data-driven approach with a strong analytical mindset to translate data into meaningful marketing strategies while remaining hands-on in execution, running events, and building content.
- ❖ Successful track record of close collaboration with sales and technical teams to drive pipeline generation and new opportunities aligned with GTM strategy.

### Areas of Expertise

**Certifications:** Hubspot, Google Analytics, Google AdWords, Hootsuite, Facebook Advertising

**Skills:** GTM Planning, Social Media Management, Demand Generation, Digital/ Event/ Field/ Partner Marketing, Budget management, Marketing Campaigns, Content Creation, Marketing Analytics

**Software:** Hubspot, Salesforce, Marketo, Google Analytics, Tableau

## PROFESSIONAL EXPERIENCE

### Dataiku | Senior Field Marketing Manager Asia, Singapore

Feb 2022 – Aug 2023

Came in to drive aggressive marketing campaigns to increase brand awareness and pipeline for the youngest region within the company. Responsible for creating, planning, and executing all field marketing activities in the Asia region including conferences, webinars, localized campaigns, hands-on, roundtables, and community events. Worked with partner and demand generation teams to ensure the full impact of marketing execution and alignment for the region. Managed a marketing budget of \$400k for the Asia region.

#### Highlights:

- Successfully launched a highly targeted roundtable program for the first time in the region resulting in 20+ opportunities
- Increased marketing generated pipeline by 33% and opportunities by 40% in my first year.
- Executed 22 conferences and events in 2022 and 17 in H1 2023.
- Developed and presented marketing results to senior leadership for all QBRs
- Piloted customer advocacy program in the region to drive awareness through customer stories and participation in events
- Increased influence in key accounts by 22% in 2023 through targeted campaigns and events
- Successfully designed and launched APAC virtual hands-on series that saw a total attendance of over 1k attendees.

### BitTitan | Field Marketing Manager APAC, Singapore

Feb 2020 – Feb 2022

Brought in to oversee all field, digital, and channel marketing initiatives for the region, from planning and executing events and campaigns, managing social media, and content localization. Managed development of marketing automation setup and execution (Marketo), lead scoring system, inbound gated content funnel, and landing page development. Owned APAC field marketing budget of \$100k and was responsible for delivering ROI through leads and opportunities from budget spend.

#### Highlights:

- Drove PR activities in APAC, managed interview and byline article opportunities and wrote initial drafts of content for ANZ, ASEAN, and India markets for 25 placements, an increase of 300% YoY.
- Collaborated with other regional teams to revamp website and create the campaign for release of new solution resulting in 80 MQL in the first month.
- Drove regional award nominations, creating submissions resulting in reaching the finalist stage in three award programs in a total of 7 categories.
- Led content marketing strategy and development including blog posts, whitepapers, infographics, ebooks, videos, and a unique research report built from surveying 435 APAC IT leaders.
- Created and executed paid digital advertising strategy resulting in over 1,500 new contacts in 2 months

#### **Ingram Micro | Senior Digital Marketing Executive ASEAN & HK, Singapore**

**Jan 2016 – Feb 2020**

Responsible for all digital marketing initiatives for ASEAN and HK including planning and executing paid campaigns, content development, social media, landing page design, etc. Created and drove partner digital marketing enablement programs including GTM planning and marketing activity execution. Drove planning and execution of Channel Digital Marketing Automation platform as well as partner co-marketing campaigns, marketing development fund allocation, and ROI tracking.

#### Highlights:

- Led the IM 2017 ASEAN & HK Cloud Summit, the first-ever Cloud partner event in ASEAN by Ingram Micro. Delivered over 500 partner attendees and 20+ sponsor channel partners.
- Led Microsoft partner marketing program team for two quarters resulting in 400 MQL for Azure and enterprise O365 leads.
- Led Dropbox Business channel launch and GTM planning, achieved over 50 new Dropbox reseller sign-ups in a month.
- Pioneered LinkedIn outreach program, training internal staff and working closely with the BDMs to target and recruit new partners.
- Transformed partners' old-schooled marketing style into digital marketing by launching first channel automation platform that automatically populates partners' logo and contact info, resulting in over 100 partners onboarding.
- Strategized and executed new Cloud partner e-newsletter with an average of 2,000 monthly opens and 18% open rate.
- Led ASEAN participation in global Ingram Micro startup competition with \$1 million prize with first ever ISV participation in Singapore seeing >150 attendees from local startups to promote new business segment.

#### **Ace:Daytons Communications | Digital Manager, Singapore**

**Mar 2015 – Nov 2015**

Responsible strategy and execution of social media and digital campaigns for brands across a wide variety of industries such as automotive, beauty, and consumer goods. Acted as liaison between clients and creative team and translated their needs into actionable proposals and campaigns.

#### **Tao-how | Marketing Manager, Shanghai China**

**Sep 2013 – Jan 2015**

Responsible for strategy and execution of all marketing activities, including paid and organic social media, events, and partnerships. Created content strategy and wrote blog posts. Successfully increased customer acquisition rate by >200% via targeted advertising.

#### **EDUCATION**

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B.A International Studies, University of Washington at Seattle WA | June 2010

#### **INTERESTS**

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Involuntary yoga (aka jiu-jitsu), attempting to cook local food for my wife and daughter, reading my yearly goal of 50 books