

I lead marketing and I build the systems underneath: the strategy, the team, and the code.

SUMMARY

A marketing leader who builds the systems herself. Fifteen years leading marketing across Asia, Australia and Europe, and twenty in the industry: festivals, sponsorship, media, a food business, B2B electronics, and B2B SaaS. I take marketing from strategy to working software, and I have carried full P&L as a founder twice. The strategy is half the job. The other half is the machine underneath it.

21

HUBSPOT MODULES

30

TEMPLATES

5

BRANDS

15

YEARS LEADING

2

AGENCIES FOUNDED

EXPERIENCE

Head of Marketing

DEC 2023 – PRESENT

ScreenCom Group · Netherlands (team across NL and Bulgaria)

- Marketing leadership across **four product brands plus SCG Partners**, the corporate brand, following the 2025 merger that formed the group.
- Built **21 custom HubSpot modules and 30 templates** running multi-brand email and web across five web properties.
- Built the event lead capture system: badge scanning, OCR, and live HubSpot sync. Ran the communications for the merger and the marketing for the group's industry conference.
- Consolidated fragmented content into a single source-of-truth framework, and built AI agent systems on documented standards.

Marketing Manager

AUG 2023 – DEC 2023

ScreenCom · pre-merger

- HubSpot marketing operations, multi-channel campaigns, and sales-marketing alignment across the portfolio.

Lecturer in Digital Marketing

OCT 2023 – JAN 2026

Tio Business School, Hengelo · concurrent

- Delivered bilingual digital marketing teaching to higher-education students.

Marketing

APR 2022 – AUG 2023

LicenseQ · SaaS legal-tech, remote

- Owned all marketing: social, SEO, SEA, content and email, on HubSpot, Salesforce and Marketo.

Founder

JUL 2020 – JUL 2021

Ameera's Kitchen & Ameera's Kedai · Enschede

- Built a Malaysian food business from a pandemic layoff, then grew it into an EU-wide groceries e-commerce operation in six languages. Ran the whole stack, kitchen to SEO.

Business Development Representative

OCT 2018 – JUL 2019

Altium · B2B electronics

- The hinge between marketing and sales: events, prospecting and qualification on Salesforce and Marketo.

BEFORE: FOUNDER AND OPERATOR, SOUTHEAST ASIA

Chief Executive Officer

AUG 2013 – JUN 2017

Maretia Asia, Kuala Lumpur · events, festivals, artist management

- Led a team of **32** across three divisions: a festival and nightlife entertainment operator across Southeast Asia, with an artist management arm. Full P&L.

Founder

DEC 2015 – JUN 2017

Jivana Asia · lifestyle brand

- Built a lifestyle brand across fashion, music, arts, travel and culture, with a team of 22. Full P&L.

Sponsorship & Marketing Director

JAN 2013 – JUL 2013

NJB Productions (later Maretia Asia)

- Sponsorship and marketing at Net-Operating-Income level; stakeholder and customer-experience leadership.

Earlier

2006 – 2013

Kuala Lumpur

- Talent & Creative Director (XYZ Networks); Consulting Partner (Programdna); Event Coordinator for the first Car of the Year Carnival at the New Straits Times; freelance PR, communications, sponsorship and events from 2006, including an interim sponsorship and marketing directorship for a major global energy-drink brand (under NDA).

SYSTEMS SHIPPED & EDUCATION

HubSpot module system	21 modules, 30 templates	University of South Australia	BSc Psychological Science
Event lead capture	badge, OCR, live sync	Languages, fluent	English, Dutch, Malay
AI agent systems	on documented standards	Conversational / spoken	Punjabi, Hindi / Indonesian