

TAN ZHAN PHENG

PAID ADS TEAM LEAD

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PROFESSIONAL SUMMARY

Paid media and performance marketing professional with experience developing campaign strategies, leading junior media buyers, and managing campaigns across Southeast Asia and South Asia. Oversees a monthly advertising budget exceeding RM100,000 across Meta and Google, with a focus on performance optimization, reporting, and creative development. Contributes to business strategy, operational processes, and go-to-market planning as a member of the core team.

CORE SKILLS

Paid Media Strategy · Media Buying · Meta Ads · Google Ads · YouTube Ads · Budget Planning · Campaign Optimization · Performance Reporting · CPA · CPFTD · ROAS · LTV · CAPI · Creative and Content Development · Team Leadership · Stakeholder Management · Social Media Management

PROFESSIONAL EXPERIENCE

Paid Ads Team Lead | Sep 2024–Present

Visionix | Petaling Jaya, Selangor, Malaysia

- Develop marketing and media buying strategies that align audiences, channels, budgets, and campaign plans with business goals.
- Lead junior media buyers in executing paid campaigns across Meta and Google; oversee projects in Malaysia, Thailand, Bangladesh, Nepal, and Hong Kong.
- Manage a monthly advertising budget exceeding RM100,000, allocating spend to support campaign performance goals.
- Lead asset and content development by shaping creative concepts, ad copy, and briefs with design and content teams.
- Monitor CPA, CPFTD, ROAS, LTV, and CAPI; use performance insights to test and optimize targeting, budgets, bids, and creative.
- Prepare performance reports and present insights and recommendations to stakeholders while managing multiple campaigns and deadlines.

Core Team Member | Sep 2024–Present

Visionix | Concurrent responsibility

- Contribute to company strategy, operational frameworks, and go-to-market planning.
- Collaborate across departments to build core processes and team culture, support execution, and provide input on business decisions, product direction, and long-term planning.

Senior Social Media Specialist | Jun 2023–Jun 2024

Blacksire | Selangor, Malaysia

- Led paid advertising projects for Malaysia and Singapore, coordinating campaign planning and execution across both markets.
- Managed campaigns across Meta, Google, and YouTube, monitoring performance and optimizing activity against campaign objectives.
- Planned monthly and quarterly media budgets and resource requirements; developed advertising materials and coordinated performance tracking and reporting with internal teams.

Social Media Specialist | Aug 2022–May 2023

Blacksire | Selangor, Malaysia

- Set up and managed paid campaigns across Facebook, Google, and YouTube, monitoring metrics and adjusting activity to improve performance.
- Collaborated with the marketing team on campaign strategies and performance updates; identified opportunities to strengthen brand engagement.

Digital and Social Media Executive | Jan 2021–Aug 2022

Enterpryze | Kuala Lumpur, Malaysia

- Managed company social media channels across the Asia-Pacific and Japan region, maintaining consistent and timely updates.
- Planned and produced content and campaigns to support brand visibility, audience engagement, and business objectives.
- Partnered with cross-functional teams to coordinate content and campaign activity; monitored channels for brand consistency and supported regional growth through targeted social media initiatives.

EDUCATION

Universiti Tunku Abdul Rahman (UTAR)

Bachelor of Communication (Hons), Public Relations | Mass Communication/Media Studies | 2016–2019