

Lucas Lim Kai Yi

Digital Marketing Specialist — eCommerce, SEO/SEM & AI-Augmented Growth

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SUMMARY

Digital and eCommerce marketing specialist with 5+ years across F&B, consumer tech and B2B. Builds and runs paid and organic channels in-house, ships AI-assisted reporting with Claude and Windsor.ai, and engineers the marketing tooling behind it. Has driven measurable outcomes including +328% sales / +731% orders (MMD Singapore), +35% eCommerce revenue growth on a \$1.13M channel (Polar Puffs & Cakes), and 2 months' revenue compressed into a 10-day campaign (Awfully Chocolate). Completed a marketing degree in July 2025 while working full-time, and now holds a group-level digital remit across a multi-brand restaurant group — wider scope, chosen over a bigger title.

EXPERIENCE

Digital Marketing Executive, Burnt Ends Hospitality Group

Mar 2026 – Present

Own the digital backend across the group's restaurant brands: SEO, websites, eCommerce, Google Business Profiles, analytics and the accuracy of every menu, price and opening hour customers see online.

- Run SEO and Google Business Profile management for every venue, improving ranking, discoverability and local search performance across the group.
- Manage content, menus, promotions and seasonal updates across sites; oversee WordPress/WooCommerce stores and delivery-partner marketplaces, keeping pricing and product data accurate everywhere.
- Build weekly and monthly performance dashboards (GA4 + platform data), customer review/sentiment reports, and sales/traffic/ranking/paid insight summaries with recommendations — using Claude and Windsor.ai to compress reporting time from days to hours.
- Support Google Ads tracking and optimisation inputs; liaise with developers and technical partners; maintain SOPs for digital updates; work cross-functionally with Marketing, Ops, Finance and venue managers.

Marketing Manager, MMD Singapore Pte Ltd (TPV Technology)

Sep 2024 – Oct 2025

Led marketing for Philips Evnia and AOC AGON monitors in Singapore — full-funnel campaigns, brand, eCommerce and paid media.

- Developed and implemented marketing plans focused on market penetration, retention and brand positioning across Singapore.
- Managed campaigns across social, email, SEO/SEM, content, PPC and online/offline events; maintained brand identity through consistent messaging, creative direction, website design and eCommerce.
- Oversaw digital content development for Meta, Google and TikTok; planned and managed paid advertising spend to maximise ROI; analysed campaign performance metrics to assess effectiveness.
- Managed relationships with external agencies and global HQ on local and global initiatives.

E-Commerce Marketing Executive, Polar Puffs & Cakes Pte Ltd

Oct 2023 – Sep 2024

Owned the eCommerce channel end-to-end for one of Singapore's most recognised bakery brands.

- Managed digital accounts across platforms for sales and lead generation; ran Google Advertising and PPC keyword implementation.
- Coordinated all eCommerce operations — order processing and delivery for online and offline stores; drove overall eCommerce strategy, tracking industry trends across channels.
- Reported on campaign sales trends, purchase behaviour, conversion rates and traffic analytics; collaborated cross-functionally to improve customer journey and UX.
- Managed and optimised the annual e-marketing budget.

E-Commerce & Digital Marketing Executive, Awfully Chocolate Pte Ltd

Nov 2022 – Oct 2023

Ran SEO, paid, CRM/EDM and content across the group's brands, plus events (virtual and physical).

- Optimised landing pages and affiliated channels; created and executed SEO strategies; implemented Google Advertising and PPC keywords.
- Developed digital marketing strategies and campaigns; analysed sales and traffic data; ran lead generation for sales channels during major campaign periods.
- Managed customer database with a hybrid CRM/EDM platform; managed social media, content and website product optimisation to lift UX.

SEA Marketing Executive, Brady Corporation Asia Pte Ltd

Dec 2020 – Aug 2022

B2B marketing across Southeast Asia — campaigns, pricing, events and demand generation for an industrial global brand.

- Created marketing campaigns driving sales conversion; measured ROI and effectiveness; managed and tracked product/SKU performance; ran annual pricing updates.
- Maintained website and B2B ordering system; used SAP pricing and product modules.
- Managed events (exhibitions, seminars, roadshows); ran content marketing, EDM, SEO/SEM and social media; owned marketing plans and budget; managed leads and demand-gen activities.

KEY PROJECTS

MMD Singapore

Built the Google Ads programme from scratch and integrated Google directly into Shopify so every sale traced back to its campaign, after inheriting a brand-new store with zero paid infrastructure and a Meta ads account lost without handover. Re-implemented Meta advertising from zero; instituted monthly ROI reporting. Result: +208% session visits, +328% sales, +731% orders. Sat on the planning committee for an APAC Valorant esports competition at Thailand Game Show (TGS) 2024. Led AOC Champions: Goals & Glory, one of the year's flagship branding events.

Polar Puffs & Cakes

Took ownership of the entire eCommerce channel; kickstarted daily sales tracking and campaign reporting; built the company's first customer persona; partnered with Retail on a self-collection push to cut logistics cost per order. Result: Q1 2024 eCommerce revenue up 35% year on year on a channel turning over SGD 1.13M annually.

Awfully Chocolate

Led a compressed-window eCommerce campaign end-to-end: SEO-optimised landing pages, targeted lead generation, CRM/EDM pushes to a segmented customer database, and paid support, sequenced against a curated yearly digital media calendar. Result: generated the equivalent of two months' revenue within 3–10 days of launch.

Brady Corporation Asia

Led tradeshow and events across APAC immediately after COVID-19 border reopening; created social media campaigns for global product launches; ran price-list optimisation for staff and distributors; drafted and proposed a new online price portal for transparent distributor pricing.

Marketing engineering (self-directed)

A local-first marketing dashboard covering every group brand, a CLI that scores sites against a 50-rule SEO/GEO standard, and a WooCommerce scheduling plugin in production at Burnt Ends. lucaslim-portfolio.vercel.app/builds

SKILLS

AI & Automation: Claude / Claude Artifacts, Windsor.ai, Prompt engineering, LLM-assisted reporting, AI-built React dashboards, Local LLMs, Retrieval-augmented generation (RAG), Google AI Studio, Local LLM Command Center, LLM Council, Google Cloud APIs (Gmail & Calendar), Microsoft Azure, Tavily

Build & Deploy: Next.js, TypeScript, Python, PHP, Supabase / PostgreSQL, Vercel, Netlify, GitHub, Lovable

Ads & SEO: Google Ads, Meta Ads, TikTok, LinkedIn Marketing, SEO/SEM, AEO/GEO optimisation, Google Business Profile

Web & eCommerce: WordPress, WooCommerce, Shopify, PrestaShop, OpenCart, ninjaOS, Sitecore

CRM & Lead Gen: Salesforce, Freshsales, Mailchimp, MailerLite, Dotdigital, Advocado, Chope, Oddle, GrabFood, Lightspeed (POS), Weeloy (reservations)

Analytics: Google Analytics (GA4), Google Search Console, MS Power BI, Excel dashboards, Review & sentiment reporting, EDM (email direct marketing) reporting

Content & Video: Canva, CapCut, Filmora9, OBS Studio, Doodly

Workplace: MS Office, Google Workspace, SAP (Pricing & Product)

CERTIFICATIONS

Data Integration Expert — Windsor.ai

Google Ads Search Professional Certification (2026) — Google Digital Academy (Skillshop)

EDUCATION

BSc in Marketing, Singapore University of Social Sciences (SUSS) (2021 – 2025)

Specialist Diploma, Business Development in Technology, SMU & Temasek Polytechnic (2019 – 2020)

Diploma in Game Design & Development, Temasek Polytechnic (2014 – 2017)