

# NAGA JOTHI S RAJINDRAN

## STRATEGIC DIGITAL MARKETING, SALES & CUSTOMER GROWTH PROFESSIONAL

Meta Advertising | Account Growth | Customer Experience | Campaign Optimisation

jothi.rajindran@gmail.com | Singapore: +65 8696 0774 | Malaysia: +60 16 761 2780

Growth-focused marketing and sales professional recognised for quality excellence, innovation and customer impact. Combines consultative selling, digital marketing knowledge and strategic empathy to help businesses improve performance, strengthen trust and achieve measurable results.



### EDUCATION

#### Master of Communication

Integrated Marketing Communication, Universiti Sains Malaysia (USM), 2022 - 2023

#### Bachelor of Management

Major: Marketing | Minor: Psychology, Universiti Sains Malaysia (USM), 2017 - 2021

### AWARDS & RECOGNITION

- Innovative Value Award
- Best Quality Call recognition
- Global Customer Service Professional nominee
- Advertiser impact: up to 3X ROAS

### CORE EXPERTISE

Meta Ads	Customer Success
Sales Enablement	ROAS Growth
Account Growth	Campaign Strategy
Product Expertise	CRM Discipline
Client Advisory	CX Quality
CRM	Social Media Marketing
Advertising	

### TOOLS & LANGUAGES

Tools: Meta Business Suite, Ads Manager, Microsoft Office, Canva, SPSS, Video Editing

Languages: English, Bahasa Malaysia, Tamil, Mandarin

### REFERENCES

#### Aaron Phan

Team Lead, TDCX  
aaronphanws@hotmail.com | +65 8462 9619

#### Richvan Nair

Assistant Team Lead, TDCX  
richvannair@fb.business.com

#### Koh Teck Peng

Principal, KTP & Company PLT  
tpkoh@ktp.com.my

### PROFESSIONAL EXPERIENCE

#### Account Specialist

TDCX Singapore | Dec 2023 - Present

Meta Marketing Pro | Digital Marketing Consultancy, Sales Enablement & Customer Success | Oceania & SEA Market

- Provide digital marketing consultancy to businesses advertising on Meta platforms, aligning campaign strategy with business goals, budget priorities and growth opportunities.
- Analyse advertiser needs, customer pain points, funnel barriers and campaign performance to recommend optimisation strategies that improve outcomes.
- Act as a consultative sales and product partner by educating advertisers on Meta tools, handling objections and supporting confident decisions.
- Deliver proactive customer success through follow-ups, issue resolution and personalised guidance that strengthens trust, retention and platform adoption.
- Helped clients achieve up to 3X ROAS through data-led recommendations, goal-based planning and focused optimisation support.
- Recognised for Best Quality Call, Innovative Value Award and Global Customer Service Professional nomination.

#### Market Development Executive cum HR

KTP & Company PLT | 2021 - 2023

- Led cross-functional initiatives across Marketing, HR and Admin, supporting operations, stakeholder communication and people coordination.
- Managed company social media platforms, webinars and education career fair activities with universities and external audiences.
- Developed playbooks and SOPs, supported orientation, mentoring, interview coordination and hiring processes.

#### Marketing Intern

KTP & Company PLT | 2021

- Supported social media management, poster design, video editing, webinar execution and administrative coordination.
- Built foundational marketing execution skills through content creation, event support and team collaboration.

### EXECUTIVE VALUE PROPOSITION

#### GROWTH IMPACT

Turns advertiser goals into optimisation plans that support ROAS, spend confidence and business growth.

#### QUALITY EXCELLENCE

Combines empathy, discovery and solutioning to deliver stronger customer outcomes.

#### INNOVATION MINDSET

Improves execution through playbooks, smarter workflows and scalable ways of working.