

Revenue-Driven Marketing | Growth Operator | AI Ops Orchestrator

JASON LIAW JIE WEI

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Skills

MARKETING & GROWTH

- Campaign Execution
- Lead Generation
- Conversion Funnel Design
- SMS / WhatsApp / Meta
- Cold Outreach
- Marketing Copywriting
- Consumer Psychology
- Performance Tracking

OPERATIONS & BUSINESS

- Workflow Design
- Process Documentation
- Financial Administration
- Cross-Functional Execution
- Vendor Management
- Procurement

AI & AUTOMATION

- AI Agent Development
- No-Code Automation
- Vibe Coding
- Make
- Zapier
- N8N
- Claude
- ChatGPT
- Gemini
- Perplexity

CONTENT & PRODUCTION

- Short-Form Video
- AI-Assisted Content
- Digital Avatar Creation
- Post-Production Sound
- Pro Tools
- Cubase / Nuendo
- Logic Pro
- CapCut
- Filmora

Business-first marketing and operations generalist with a track record of breaking revenue ceilings and building automated systems from scratch. Proven across multi-channel campaign execution and operational setup in fast-moving SME environments. Deploys AI and no-code automation as a direct commercial lever — not a side project.

Experience

Ezy Teleservices by EzyCash

MARKETING AND OPERATIONS DEC 2025 – MAY 2026

SITUATION	Business required aggressive inbound lead generation and structured reporting infrastructure across multiple channels.
TASK	Execute multi-channel campaigns and independently build operational reporting systems from the ground up.
ACTION	Ran concurrent campaigns across SMS, WhatsApp, and Meta. Independently built and deployed automated reporting systems. Produced all marketing copy and workflow documentation. Designed procurement and operational workflow structures.
RESULT	3,600 inbound enquiries co-generated from February to May 2026. Reporting infrastructure delivered without external support.

PM Finance Management by CRN Group

OPERATIONS AND AI AUTOMATION SETUP AUG – DEC 2025

SITUATION	New business entity with zero operational infrastructure — no workflows and no financial administration systems in place.
TASK	Establish all core operations and deliver an AI-powered automation system to handle financial data processing at scale.
ACTION	Built core workflows and financial admin structures from scratch. Through self-directed learning designed and delivered an AI-powered automated slip reader with direct ledger integration. Iterated across three versions. Oversaw procurement and vendor management and managed cross-departmental performance tracking.
RESULT	Version 1 delivered in under 72 hours. System iterated to Version 3 with full ledger integration and zero external technical support.

Languages

English	Fluent
Mandarin	Fluent
Bahasa Melayu	Fluent

WS Entertainment by CRN Group

MARKETING AND CAMPAIGN OPERATIONS

MAR – OCT 2025

SITUATION	Monthly revenue had plateaued between SGD 600K and SGD 700K for an extended period. Existing lead pipeline was assessed as exhausted.
TASK	Revitalise campaign performance across all channels and convert residual pipeline into active revenue.
ACTION	Executed multi-channel campaigns across SMS, Cold Call, WhatsApp, and Meta. Re-engaged and systematically worked through a pipeline previously written off. Managed end-to-end promotional campaigns and public relations responsibilities alongside concurrent responsibilities at PM Finance Management from August to October 2025.
RESULT	SGD 1M monthly revenue ceiling broken after plateau at SGD 600K to SGD 700K. Sustained performance above SGD 800K approaching SGD 900K. 50 to 60 written-off leads converted to active revenue.

Monkey Media Production by CRN Group

AUDIO POST-PRODUCTION ENGINEER

2024 – 2025

SITUATION	Production house required reliable post-production and on-set audio capabilities across concurrent media projects.
TASK	Deliver broadcast-quality sound across post-production and live field recording while supporting video production workflows.
ACTION	Handled post-production sound end to end. Executed on-set field audio recording and provided video shooting and editing support across productions.
RESULT	Delivered consistent production quality across multiple projects and built hands-on cross-functional media production experience.

Education

ICOM International College of Music

DIPLOMA IN SOUND ENGINEERING

2022 – 2024