

QUEENIE LING

Marketing Director | Data Driven Growth, Brand and Web CRO | SaaS (B2B), FinTech (B2C) | AI Marketing

Vancouver, Canada | 236-877-1565 | queenie.skye@gmail.com

PROFILE

Marketing leader with 13 years across SaaS (B2B), fintech (B2C), media agencies, and the current end to end owner of LOGO.com marketing: strategy and roadmap, brand and campaign production, technical SEO plus AEO and GEO, CRO and web analytics. Turning CAC, LTV and multi channel attribution data into actionable growth strategy, with experience leading a team plus an ecosystem of agencies, freelancers and vendors, with AI integral to how everything ships.

RELEVANT RESULTS

- **Managed external agencies on a \$3 million national TV campaign** as the lead for the creative agency, the media agency on planning and buying, and the TV network. Nominated for Best TV Campaign (B&T).
- **Scaled acquisition from 150,000 to over 3 million signups** and funds under management past \$1 billion at Raiz, managing CAC, LTV and multi channel attribution across digital, social, TV, radio and PR.
- **Led the rebrand that took Raiz to a \$180 million ASX listing** owning naming, brand strategy and ongoing brand management through public listing and global expansion.
- **One page redesign, 200% more signups, shipped in under a week** with a single engineer, through UX rebuilds and AI driven page production.
- **Doubled LTV per new subscriber from \$125 to \$243** through a new pricing strategy and CRO. Plan conversion rose 168% and modal testing added a further 30%.
- **700,000 monthly organic visits, position 1 rankings** ahead of Adobe and Canva, plus localised pages across 13 locales driving 68,500 visits a month, a playbook that scales to local territories.

EMPLOYMENT

Head of Growth | Verus Software, operating as LOGO.com

July 2023 to Present

Leading LOGO.com's marketing strategy including brand, performance and revenue, managed two direct reports plus an ecosystem of freelancers, vendors and content agencies.

Web strategy, roadmap and delivery

- Owning the strategy, roadmap and prioritisation for LOGO.com, 1,500+ marketing pages and posts across 13 locales in Sanity (headless CMS), sequencing rebuilds of a legacy site prioritising redesigns and experimentation based on projected impact.
- Led the page design of website templates and block architecture, then program managed delivery with engineering, design and growth partners to optimise for usability, SEO/AEO/GEO and conversions.
- Launched new web tools as informational search moved into AI answers, targeting traffic and intent that AI overviews cannot compete with. Recent examples include taking the slogan generator to position 1 and the business name generator to position 3, now ranking for 1,800 keywords, page one against Canva, Squarespace and Wix.
- Redesigned existing tools with AI in the workflow, rebuilding the business name generator UI and UX with one engineer to lift signups on that page 200%, having it live in a week through vibe coded page production with Claude Design and our MCP connectors.
- Built localised website pages across 13 locales and industry specific landing pages tailored to each segment, together driving 68,500 monthly organic visits. The same localisation playbook scales to any local market or vertical.
- Sourced and managed freelancers, vendors and content agencies across design, content, SEO and development, briefing each partner and holding them accountable to KPIs, timelines and budget.

Organic growth, technical SEO, AEO and GEO

- Rebuilt the programmatic page model for an evolving landscape where Google now deranks templated pages, so every page carries bespoke copy, first party LOGO.com data and logos generated for that page specifically, making it genuinely useful to people and quotable for LLMs to drive AEO and GEO.
- Produced bespoke landing pages and campaign pages at speed with AI integrated into marketing workflows with most recently 50 new name generator pages created in one week, each carrying 525 names and 12 AI generated logos.

Conversion, experimentation and revenue

- Ran conversion experimentation in GrowthBook, validated independently in Mixpanel and Google Analytics (GA4), with event tracking managed in Google Tag Manager, editing copy and components directly in Sanity and pairing with engineering for custom changes.
- Increased purchase conversion 30% with A/B tests focused on the upgrade modal, and increased site engagement 30% by removing crown icons that discouraged exploration before users had a reason to convert.

- Increased purchase conversion a further 25% quarter on quarter in the latest quarter, synthesising experiment results into clear executive summaries for leadership.
- Proposed and led a new pricing strategy testing a deep first year offer where I was the DRI behind it and validated the results across Stripe and Mixpanel over 21 months. Purchase conversion rose 168% and blended LTV per new subscriber went from \$125 to \$243.
- Improved email purchase conversion 18% using AI to analyse and optimise the onboarding flows, rewriting them with custom HTML and CSS templates.

AI native production

- Automated the content engine end to end. Blog production runs 100% AI agent operated, from mining topics in popular Reddit threads, to writing in our brand voice, to pulling first party data that makes each post optimized for AEO, to generating the hero image, then uploading to our CMS and scheduling. Output has increased 4x with no additional budget or headcount.
- Launched an email newsletter and grew it to 40,000+ subscribers in six months, 100% AI agent operated across writing, image generation, QA and upload, driving lead generation and opening a new revenue line through sponsorship.

Head of Marketing | Raiz Invest, formerly Acorns Australia

July 2017 to July 2023

Led marketing, customer growth and acquisition across all Raiz Invest products, with a team of five direct reports.

- Led the rebrand, including naming and brand strategy, that enabled Raiz to list publicly on the Australian Stock Exchange at a \$180 million market cap and drove global expansion.
- Scaled acquisition from 150,000 signups to over 3 million, and funds under management past \$1 billion, leading marketing across digital, social media, TV, radio and PR and managing CAC, LTV and multi channel attribution across the funnel.
- Owned campaign landing pages, blog content, creative and ASO alongside paid media across Meta, Google, TikTok and programmatic, plus lifecycle across email, push, in-app and SMS.
- Managed paid media, PR, creative and media agencies end to end, from briefing and KPI setting through performance reviews, holding every partner accountable for results and budget.
- Led our first national TV campaign with a \$3 million budget, working directly with the creative agency, the media agency on planning and buying, and the TV network. Nominated for Best TV Campaign in Australia (B&T).

Media Strategist | Slingshot Media

Oct 2015 to July 2017

- Led media strategy across TV, radio, digital and social media for Universal Sony and Paramount Home Entertainment, Transmission and 3M.

Social Media Manager, then Digital Executive | Wavemaker, GroupM and WPP

Sep 2013 to Oct 2015

- Built a new social department from two people to manage 20 brands including Paramount Pictures and Activision, proving over \$15 million in billings to expand the team.

TOOLS AND PLATFORMS

Web and CMS: Sanity, WordPress, Claude Design, Figma, GitHub, Cloudflare, Vercel, Supabase

SEO, AEO and GEO: Ahrefs, Semrush, Google Search Console, Bing Webmaster Tools

Experimentation and analytics: GrowthBook, Mixpanel, Google Analytics (GA4), Clarity, Google Tag Manager, Looker, Stripe

AI native production: Claude Code, Claude, OpenAI/ChatGPT, Gemini, n8n, Lindy, Make.com, OpenRouter, OpenCode, Fal.ai, Kling

Paid, CRM, email and lifecycle: Meta, Google, YouTube, TikTok, Apple, Customer.io, Salesforce Marketing Cloud, Mailchimp, Intercom, Firebase, AppsFlyer

EDUCATION

Northwestern University, Kellogg School of Management: Digital Marketing, Data, Automation, AI and Analytics, 2019

University of Sydney: Postgraduate Certificate of Interactive Design, 2017

University of Technology Sydney: Bachelor of Communications, Major in Media Arts and Production, 2013

REFERENCES

Kellie Peterson, former CEO, LOGO.com | Brendan Malone, Group CEO, Raiz Invest. Details on request.