

CHENG WAN XING

E-COMMERCE & DIGITAL COMMERCE LEADER | D2C • MARKETPLACES • O2O • AI-DRIVEN COMMERCE

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SUMMARY

Digital commerce leader with 12+ years growing profitable online businesses across Singapore and international markets, spanning D2C (Shopify), marketplaces (Shopee, Lazada, TikTok Shop, Amazon) and O2O retail. **Full e-commerce P&L ownership** with a track record of 5x revenue growth, >\$30M in online sales and multi-million-dollar profit delivery. **Early adopter and internal champion of AI-driven commerce operations** — from AI customer engagement and live-streaming commerce to AI-assisted commercial analytics — with experience leading teams, agencies and cross-functional GTM across SEA.

CORE COMPETENCIES

Commercial & Strategic Leadership: E-commerce & O2O strategy, channel portfolio management, P&L / budget / forecast ownership, contribution-margin & unit-economics analysis, pricing & promotion mechanics (GWP/PWP), Go-To-Market planning

AI & Commerce Automation: AI-assisted commercial analytics (LLM + MCP data workflows), AI customer-service chatbots & automated CX flows, AI live-streaming commerce, WhatsApp Commerce, marketing & workflow automation, team AI enablement

Growth & Performance Marketing: Paid social (Meta, TikTok), SEM/SEO, marketplace ads (Shopee Ads, Lazada Sponsored Solutions, TikTok Shop Ads), CRO & A/B testing, KOL / affiliate / live commerce

CRM & Retention: Lifecycle marketing, segmentation, loyalty programme management, retention & LTV analytics (Klaviyo, Insider)

Platforms & Analytics: Shopify, Magento, Shopee / Lazada / TikTok Shop / Amazon seller platforms, Google Analytics, Adobe Analytics, Google Ads, Meta Ads Manager

PROFESSIONAL EXPERIENCE

Manager, O2O Engagement | Cocoba Pte Ltd (IRVINS)

Apr 2021 – Present

Overall in charge of e-commerce for Singapore and international markets across D2C (Shopify SG & INTL), Shopee, Lazada, TikTok Shop and Amazon — owning channel strategy, P&L, forecasting and the full promotional calendar for a premium snack CPG brand.

- **Own the full e-commerce P&L, budget and forecast** across five channels; drove 5x growth in e-commerce revenue (>\$30M in online sales) and >\$2.5M annual profit from 2022–2025.
- Set and continually rebalance channel portfolio strategy using **contribution-margin and profit-per-order analysis** (vs. GMV alone) — covering marketplace take-rates, cancellation rates, price parity and D2C-vs-marketplace cannibalisation — to direct budget toward the most profitable channels.
- **Pioneered AI-driven commerce operations:** deployed AI-powered customer-service chatbots and personalised automated flows that improved CS productivity by 55%, and launched AI live-streaming as a new always-on selling channel.
- Built **AI-assisted commercial analytics workflows** connecting live multi-channel sales, loyalty and marketplace data to LLM tooling (MCP integrations) — automating channel P&L reviews, promo-incrementality audits and weekly cross-channel performance briefings that previously took days of manual reporting.
- **Led AI adoption across the commercial team:** designed AI-assisted reporting, email and task-management workflows that operate within enterprise IT constraints, and enabled non-technical teammates to run them independently.
- Pioneered new digital channels — TikTok Shop, WhatsApp Commerce and AI live-streaming — **reaching 5% of total e-commerce revenue within 6 months** of launch.
- Launched >10 new products through O2O and e-commerce channels, leading end-to-end digital **Go-To-Market campaigns globally** across owned, paid and marketplace touchpoints.
- Scaled CRM and loyalty (Danger Club): built automation and lifecycle flows that **acquired >50K members** and grew owned-channel annual revenue to >\$3M, improving retention and LTV.
- Executed tailored marketplace strategies (Shopee Ads, Lazada Sponsored Solutions, TikTok Shop Videos & Ads) achieving a **16% conversion rate**, and built KOL / affiliate / livestream programmes drawing 200+ active viewers per session.

Demand Generation Planning Manager | Lenovo Group Limited

Jan 2020 – Dec 2020

- Planned regional e-commerce and digital campaign calendars for **6 Central Asia-Pacific markets** (SG, MY, HK, TW, KR, TH), growing Lenovo.com demand generation and online revenue.
- Revamped Education Store UX and conversion journeys across all 6 markets, **achieving 150% of student revenue targets** in 2020.
- Centralised regional promotion and creative production workflows, cutting design fees by 50% QoQ and lifting country marketing leads' productivity by 20%.
- Optimised digital media budget allocation and partner co-funding with country leads, and managed third-party agencies running biddable media (search, display, remarketing).
- Conducted ongoing e-commerce and campaign performance analysis, delivering data-driven recommendations to country marketing leads to refine strategy and improve results.

Assistant Marketing Manager | Times Publishing Limited

Oct 2018 – Dec 2019

- **Led a team of 4** delivering e-commerce and omnichannel campaigns for Goguru.com.sg and Times Bookstores, generating the company's highest e-commerce revenue and web traffic in 2018.
- Planned and executed integrated O2O campaigns delivering **>300% year-on-year sales growth**, with 100% sell-through on ticketed retail events.
- Owned e-commerce and omnichannel marketing budgets, agency management, CRM/EDM automation programmes and influencer & affiliate partnerships.
- Partnered with publishers and authors on omnichannel book-launch campaigns, combining digital channels and in-store events to lift launch sales and brand visibility.

Assistant Online Marketing Manager | Challenger Technologies Limited

Dec 2013 – Feb 2018

- **Core pioneer of the Hachi.tech e-commerce launch**, building online communities and assets that generated >\$50M in sales revenue and >\$7M profit.
- **Led a team of 3** designing omnichannel campaigns that grew Hachi.tech revenue and drove awareness and footfall for Challenger retail stores.
- Planned and optimised performance marketing (Meta Ads, SEM, Google Ads) and grew social presence to >50K followers through organic and paid strategies.
- Collaborated with internal stakeholders and brand partners on integrated marketing programmes, aligning campaigns to revenue targets and business growth objectives.

EDUCATION

Bachelor of Business (Marketing) | RMIT University

2010 – 2013

ADDITIONAL INFORMATION

AI & Automation Tooling: Hands-on with LLM platforms (Claude, ChatGPT) and MCP data integrations for commercial analytics; AI chatbot and automated CX flow deployment; marketing automation (Klaviyo, Insider); workflow automation design within enterprise IT environments; certified in Python programming & data visualisation (Heicoders Academy, 2026)

Languages: English, Mandarin