

SUN JO LING

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PROFESSIONAL SUMMARY

Consumer insights and analytics professional with 5+ years spanning APAC market research, partner analytics, and data engineering. At GWI, served as the sole insights lead across 14 APAC markets — translating proprietary consumer data into thought leadership, client-facing deliverables, and strategic recommendations for marketing directors and C-suite stakeholders. Built a Python automation tool that reduced report turnaround from two weeks to same-day delivery. Combines strong technical skills (Python, SQL, Tableau) with a commercial background managing a \$2M+ quarterly portfolio at Vrbo/Expedia Group. Fluent in English and Mandarin Chinese; confident presenting to both analytical and business audiences.

SKILLS & TOOLS

Insights	Consumer research (quant & qual), segmentation, audience analysis, market sizing, survey methodology
Analytics	Data visualisation, funnel analysis, A/B testing, KPI frameworks, performance reporting
Technical	Python (pandas, automation, API integration), SQL, R, Tableau, Excel
Languages	English (fluent), Mandarin Chinese (fluent), Japanese (conversational)

PROFESSIONAL EXPERIENCE

Consumer Insights Manager — APAC | GWI, Singapore

Oct 2022 – May 2025

Sole insights specialist for the Asia-Pacific region at a global consumer data platform, supporting commercial teams and driving thought leadership across 14 markets.

- Built a Python-based report automation tool that cut turnaround time from 1–2 weeks to same-day delivery, enabling non-technical team members to generate client-ready reports directly from the API, eliminating a key workflow bottleneck.
- Led regional thought leadership output: authored insight reports, webinars, and data-driven narratives for marketing campaigns and media outreach, reaching audiences from brand managers to C-suite decision-makers across APAC.
- Delivered client-facing presentations and strategic recommendations to marketing directors, insights leads, and C-suite stakeholders, translating complex consumer datasets into actionable commercial decisions.
- Represented GWI in regional media (radio, press, TV), positioning the company as a consumer intelligence authority and driving brand visibility across Asia-Pacific.
- Partnered with sales and marketing teams to develop bespoke analytics projects, supporting campaign strategy, product positioning, and audience segmentation for client accounts.

Data & Analytics Intern | Media.Monks, Singapore

Apr 2022 – Jun 2022

- Supported full-funnel campaign analytics using CRM and ad platform data; conducted competitive analysis to surface growth opportunities for client accounts.

Account Manager (Partner Analytics) | Vrbo / Expedia Group, Singapore

Dec 2017 – Aug 2020

Managed a portfolio of 1,000+ vacation rental partners across the APAC region, with accountability for a \$2M+ quarterly revenue portfolio.

- Used Tableau and internal analytics tools to track partner KPIs, run A/B tests on listing optimisations, and evaluate market trends — directly improving partner conversion and retention rates.

- Led localisation of marketing campaigns for Taiwanese partners during a high-stakes global platform migration; leveraging CRM insights and targeted outreach to retain approximately 3 in 4 active partners in a market with no native-language support infrastructure.
- Partnered with vacation rental clients to diagnose listing performance issues, developing data-backed recommendations across pricing, visibility, and conversion funnel optimisation.

EDUCATION

Master of Business Administration (MBA) | Quantic School of Business and Technology, *Jun 2023 – Jun 2024*

Strategy, Finance, Marketing, Data and Decisions, Accounting, Supply Chain, Entrepreneurship.

MSc Marketing Analytics & Insights | National University of Singapore, *Aug 2021 – Aug 2022*

Graduated top of cohort. Coursework: Marketing Analytics, Consumer Insights, Python, SQL, R, Tableau, Digital Marketing, CRM, AI in Marketing.

BEng Environmental Engineering (Hons.) | National University of Singapore, *Aug 2013 – Jul 2017*