Tran The Long

Performance Marketing Specialist · Meta-led paid acquisition

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To the hiring team, Meta Robotics, Singapore · October 2026

Application for Performance Marketing Specialist

Hi Meta Robotics team,

I would like to bring my experience in paid advertising, landing pages and customer follow-up to Meta Robotics. Your role combines the work I enjoy: running campaigns, understanding why they perform as they do, and working with colleagues to improve the quality of enquiries.

At Three Trees Group, I lead Meta campaigns for two jewellery brands while remaining hands-on with setup, optimisation and reporting. I work with content and design colleagues on ad ideas, review results with media buyers, and coordinate with sales and customer care. I also manage landing pages, registration forms, CRM journeys and conversion tracking, and set up and run Google Search and Performance Max when they fit the brief.

An example of improvement: I identified a ThreeTrees chat creative running under an unsuitable campaign objective. I rebuilt it as a Messages ad, moved existing budget and monitored the response. It became July's strongest ad by conversation volume, without increasing the daily budget. The portfolio explains the work and includes selected campaign results.

AI in my workflow: I use Claude and ChatGPT for research, copy options and data checks, then review the output before acting. I also use AI to help build website and automation prototypes. I define the requirements, check the marketing logic and test the result.

For Meta Robotics, I would first understand your offers, parent enquiries and centre follow-up process. I would then review the current campaigns and tracking, agree priorities with the team, and test improvements through a clear weekly reporting routine.

Application materials: my CV and campaign portfolio are attached, with working samples available online.

Expected fee: SGD 2,000/month for 20 hours/week, covering campaign management, optimisation, tracking and weekly reporting; advertising spend is separate.

Availability: from 2 November 2026. Proposed hours are Monday–Friday, 8–10 AM and 7–9 PM Singapore time, with written updates in English and calls within agreed overlap.

Thank you for considering my application. I would welcome the opportunity to discuss how I could support your team.

Best regards,
Tran The Long