

BENEDICT CARLOS T SOTTO

+6583220881 | Email: Bencarlos94@hotmail.com | LinkedIn: <https://www.linkedin.com/in/betsotto> | Singaporean |
Availability: Immediate

PROFESSIONAL SUMMARY

Marketing and product marketing professional with nearly six years of experience across communications strategy, product launches, GTM planning, growth campaigns, paid media, CRM/EDM automation, AI-enabled marketing operations, PR agency coordination, creative production, vendor management, and performance reporting. Experienced developing communications materials, launch campaigns, stakeholder-facing announcements, owned-channel content, and sales enablement materials across gaming, community-led products, B2B SaaS, and Industry 4.0 technology environments.

Key Achievements:

1. Drove measurable multi-channel growth across owned and acquisition channels, scaling Discord from 80,000+ to 120,905 members, newsletter subscribers from 4,000+ to 66,273, X/Twitter followers from 18K to 307K+, and Telegram mini-game acquisition to 131,801 users through GTM planning, campaign execution, paid media testing, funnel tracking, and performance reporting.
 2. Strengthened technical B2B marketing and sales enablement foundations in Industry 4.0 SaaS, supporting enterprise, government, and institutional campaigns while growing Arcstone's LinkedIn presence from 3.8K to 8K followers organically and building CRM/EDM nurture workflows for lead generation, lead qualification, and sales outreach.
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CORE COMPETENCIES

- GTM Planning & Campaign Strategy
 - Brand Communications
 - B2B Demand Generation & Lead Nurture
 - Paid Media Planning (Google, Meta, TikTok)
 - Marketing Analytics, KPI Tracking & Reporting
 - Product Marketing & Positioning
 - CRM / EDM Automation, Lifecycle Marketing (Hubspot)
 - Sales Enablement & Technical Content Development
 - PR, Agency & Vendor Coordination
 - Event Marketing
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EXPERIENCE

Tatsu Works Pte Ltd

Jun '23 - May '26

Marketing Manager

Led marketing, brand communications, launch campaigns, growth marketing, creative production coordination, vendor management, AI-enabled marketing operations, and performance reporting across Tatsu Works' gaming portfolio.

- Planned and executed multi-channel GTM and launch campaigns across owned channels, paid media, social, community platforms, email, web, and event surfaces, covering audience segmentation, positioning, channel mix, launch phases, readiness checks, KPI selection, launch monitoring, and post-campaign reporting.

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- Owned paid media execution across Google Ads, Meta Ads, and TikTok Ads, managing campaign setup, targeting, budget pacing, creative testing, UTM tracking, CAC analysis, reporting, and optimization across awareness and acquisition campaigns.
- Co-led product transition and stakeholder communications with Tatsu's CEO for the shift from Tatsumeeko: Lumina Fates to Project: Wander / Trailbound, developing announcement materials, stakeholder-sensitive messaging, follow-up content, and rebrand communications.
- Managed creative production, vendor coordination, budget planning, and delivery timelines across market research vendors, GWI data access, creative production partners, campaign vendors, event needs, and a full-scale product trailer with Takeoff Studios.
- Designed and implemented AI-enabled marketing workflows and reusable planning systems to streamline campaign intake, GTM planning, content creation, creative briefs, paid media QA, reporting, optimization, and post-campaign learning.
- Supported product launches, portfolio updates, teaser campaigns, livestreams, web updates, partner-facing assets, event communications, and Tokyo Game Show 2024 showcase materials, translating product, creative, and leadership requirements into execution-ready campaign assets.

Arcstone Pte Ltd

Jun '20 - Jun '23

Marketing Lead

Led product marketing, demand generation, CRM/EDM automation, sales enablement, external communications coordination, vendor coordination, and stakeholder-facing campaigns across enterprise, government, institutional, and Industry 4.0 SaaS segments.

- Built foundational marketing structures for branding, campaign planning, content production, lead generation, sales enablement, and go-to-market execution in a technical B2B SaaS environment.
- Translated complex manufacturing, automation, SaaS, and digital transformation solutions into clear business-facing narratives across brochures, case studies, blog content, PR materials, sales collateral, outreach assets, and account-specific presentations.
- Developed and supported campaigns for commercial, government, and institutional stakeholders, including Lumileds, OMRON, A*STAR, ARTC, Telkomsel, Indonesia's Ministry of Industry, and regional Industry 4.0 ecosystem partners.
- Built and launched CRM/EDM automation workflows across sales enablement and marketing-interest nurture funnels, supporting new lead acquisition, existing lead engagement, lead qualification, and sales outreach.
- Collaborated with PR agency partners and internal stakeholders on media releases, stakeholder communications, and partner-related announcements, including the Indonesia Ministry of Industry MoU and Singapore digital manufacturing joint lab opening.
- Managed campaign execution across email, PR, events, LinkedIn, partner channels, website, and sales enablement, while coordinating vendor requirements, stakeholder inputs, project timelines, and marketing deliverables.

EDUCATION AND QUALIFICATION

Nanyang Technological University (NTU)

Aug '16 – May '20

Bachelor of Arts in English Literature with a Minor in Environmental Sustainability (2nd Upper Honours)

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Temasek Polytechnic (TP)

Apr '11 – Apr '14

Diploma in Marketing