

BENEDICT CARLOS T SOTTO

+65 8322 0881

Email: Bencarlos94@hotmail.com

LinkedIn: <https://www.linkedin.com/in/bctsotto>

PROFESSIONAL SUMMARY

Marketing and marketing operations professional with nearly 6 years of experience across product marketing, demand generation, campaign execution, workflow design, and cross-functional marketing operations in gaming and Industry 4.0 SaaS. Built marketing functions and internal operating processes from the ground up, supporting campaign planning, content production, channel activation, reporting, and stakeholder coordination across multiple teams. Experienced in translating business and campaign needs into structured workflows, briefs, routing logic, and reusable execution frameworks that improve consistency and speed. More recently, developed AI-assisted marketing workflow systems to support campaign orchestration, decision-making, and productivity across intake, planning, activation, and post-campaign learning. I bridge marketing, content, product, and operational needs in a way that turns complexity into clear, actionable processes.

EXPERIENCE

Tatsu Works Pte Ltd

Jun '23 - May '26

Marketing Manager / Assistant Marketing Manager

Led marketing operations, brand, and growth initiatives across Tatsu Works' portfolio, including campaign planning, cross-channel execution, and the development of internal workflow systems to improve marketing productivity and delivery consistency.

- Built the marketing function and core operating workflows from scratch, establishing structured processes for campaign intake, planning, approvals, content development, activation, and reporting across marketing and community teams.
- Worked cross-functionally with Product, Community, Engineering, Art, and leadership stakeholders to align campaign requirements, messaging priorities, launch timelines, and execution needs across multiple initiatives.
- Led integrated campaigns across Discord, X/Twitter, Email, Telegram, and web, supported by audience research and regional market prioritisation across Indonesia, the Philippines, Vietnam, and Brazil.
- Drove measurable growth across key owned channels and campaign funnels, including Discord growth from 80,000+ to 120,905, newsletter growth from 4,000+ to 66,273, X/Twitter growth from 18K to 307K+, Telegram mini-game acquisition of 131,801 users, and onboarding up to 2,000 playtest users.
- Developed internal AI-assisted marketing workflow systems in Claude to support campaign orchestration across intake, planning, content production, launch readiness, and post-campaign reporting.
- Structured reusable workflow layers for strategy, content, activation, and learning, producing standardised outputs such as campaign briefs, creative packets, messaging variants, launch checklists, and reporting summaries.
- Simplified a broader legacy workflow stack into a more efficient operating model, improving routing clarity, approval handling, execution boundaries, and the usability of marketing processes for lower-lift and higher-lift workstreams.
- Helped convert marketing requirements into practical execution frameworks by defining workflow logic, content requirements, decision points, and handoff structures that supported smoother team adoption and delivery.
- Supported roadmap and launch communications for major product beats, including trailers, teaser campaigns, livestreams, web updates, and partner-facing assets tied to Tokyo Game Show 2024.

BENEDICT CARLOS T SOTTO

+65 8322 0881

Email: Bencarlos94@hotmail.com

LinkedIn: <https://www.linkedin.com/in/bctsotto>

- Rebuilt website content structure and SEO, bringing Trailbound.gg from page 4 to Google page 1 within 2 months, while also supporting early paid acquisition testing through Google Display and YouTube.

Arcstone Pte Ltd

Jun '20 - Jun '23

Product Marketing Specialist / Marketing Lead

Led demand generation and marketing execution across SME, enterprise, and institutional segments, while building foundational processes for campaign development, lead generation, and marketing coordination in a technical B2B SaaS environment.

- Built the marketing function and supporting structures for branding, campaign planning, content production, lead generation, and go-to-market execution.
 - Worked with internal stakeholders and external partners to translate complex product, technical, and commercial requirements into market-facing campaigns, content, sales enablement materials, and outreach assets.
 - Developed campaigns and supporting communications for commercial, government, and institutional accounts including Lumileds, OMRON, A*STAR, Telkomsel, and Indonesia's Ministry of Industry.
 - Translated technical product and manufacturing solutions into clear, business-friendly narratives across brochures, case studies, blog content, PR materials, and sales collateral.
 - Built automated EDM funnels to support lead generation, lead qualification, and outreach sequencing across marketing and sales activity.
 - Managed campaign execution across email, PR, events, LinkedIn, and partner channels, while contributing to Arcstone's LinkedIn growth from 3.8K to 8K followers organically.
 - Coordinated with agencies and ecosystem partners including Hoffman Singapore and Indonesia to support campaign launches and communications tied to A*STAR, ARTC, and PIDI 4.0.
 - Supported brand refresh and product campaign rollouts by aligning messaging, materials, stakeholder needs, and execution timelines across multiple channels.
-

BENEDICT CARLOS T SOTTO

+65 8322 0881

Email: Bencarlos94@hotmail.com

LinkedIn: <https://www.linkedin.com/in/bctsotto>

RELEVANT SKILLS

- **Marketing Operations & Orchestration**
 - Campaign planning, cross-channel execution, workflow design, campaign routing logic, approval flows, process mapping, launch readiness, reporting frameworks, stakeholder coordination
 - **Martech & Demand Generation**
 - Email marketing, lifecycle campaigns, CRM support, lead generation, audience segmentation, SEO/SEM, Google Ads, marketing reporting, campaign optimisation
 - **AI-Assisted Workflow Development**
 - AI-assisted workflow design, prompt-based marketing systems, reusable planning frameworks, structured content generation, decision support workflows, process simplification, operational productivity improvement
 - **Cross-Functional Collaboration**
 - Requirements gathering, translating business needs into actionable briefs, aligning stakeholders across marketing and non-marketing teams, turning technical or complex information into clear business-facing language
 - **Tools**
 - HubSpot CRM, Google Ads, Google Analytics, Canva, Figma, Adobe Premiere Pro, Adobe Illustrator, Adobe InDesign, Adobe Lightroom
 - **Certifications**
 - Google Ads Display and Search Certification
 - Google Digital Marketing & E-commerce Certification
-

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)

Temasek Polytechnic (TP)

Apr '11 – Apr '14

Diploma in Marketing
