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I find what's really stopping them from choosing you — then build messaging and proof that resolve it.

What You Get

Digital-first, with 16 years of storytelling underneath

I build in Webflow, configure CRMs, ship dashboards, run GA4. But before digital, I spent 16 years as an Executive Producer — learning narrative structure, emotional beats, what makes people care. That foundation doesn't age. In an era of GenAI-generated content, growth hacks, and infinite noise, the marketers who cut through are the ones who understand story. Not tactics dressed as strategy. Actual story — why this matters to that person at this moment. Most digital marketers learned tools first. I learned story first, then taught myself the tools. That's a rare sequence.

Diagnosis with empathy

Most marketers think for the customer. I think like the customer. What is my pain here? Why does this matter for me? Where is this going? Why should I trust you? When we see through the customer's eyes, we understand what truly matters. And when we understand what truly matters, we can craft messaging that resonates and build proof that earns trust.

High-consideration purchase psychology

\$60K dental decisions. \$1M wealth decisions. Long cycles, trust as the conversion driver, scepticism over price. The numbers differ. The emotional architecture is the same. I've built for this.

Proof systems, not just campaigns

Dashboards, CRM architecture, training platforms, content channels. Infrastructure that compounds over time. Not a launch, then silence.

Proof

Orchard Scotts Dental — Fractional CMO

2024–2025 • Up to \$60K transactions • HCSA-regulated

The insight

Everyone assumed patients needed education. I found they needed proof. HCSA commoditises every dental practice in Singapore — same restrictions, same look, same claims. OSD genuinely innovates but can't say it. The patient's question wasn't "what are veneers?" It was "why the premium? Is there actually a difference?"

The battleground isn't in the ads space. Brand awareness doesn't mean brand understanding. So instead of competing on reach, I focused on the consideration set — where understanding happens. I let them feel the value, experience the value.

What I built

I created a brand experience, not an information dump. A naturally-flowing journey, with value chunked into mini chapters — each earning a little more trust.

- BX Website — Differentiated through beautiful UI/UX design and frameworks, not claims
- Patient Dashboard — 18-point smile analysis, fully personalised (Cloudflare Worker API)
- Treatment Consultant Training — Interactive HTML platform, belief-driven modules, scalable

- ADDA Educational Content Channel — Compliant proof mechanism via professional education
- CRM Architecture (Pipedrive) — 9-stage pipeline, attribution fields, 8-week nurture sequences
- Technical SEO & Schema — Organisation schema, page schemas, breadcrumb/FAQ markup

This is how I differentiated OSD when everyone else looks the same — and how I turned HCSA from a limitation into a competitive moat.

Earnest — Fractional CMO

2021–2024 • B2B Design & Build • Covid era

The insight

The obvious play: bid on "office renovation Singapore," compete when prospects are comparing 3–5 vendors. But I asked: where is the customer before they start searching for contractors? What uncertainty are they trying to resolve first?

Before anyone searches for "office renovation," they're trying to answer a simpler question: How much space do I actually need?

What I built

Office Space Calculator — Users input headcount, meeting rooms, workstations, pantry size, server room needs. Calculator tells them space required, results delivered via email. Captures email + specific requirements. Signals active planning. Timing: before they look for contractors.

Result: Revenue tripled in 18 months — through Covid.

Same instinct, different context. Understand the complete customer journey, find the opportunity, arrive first.

Volt Digital — B2B Marketing Strategist

2022–Present

Tripled 7-figure revenue for a Design & Build company within 18 months through repositioned messaging addressing barriers, not features. Repositioned a latex manufacturer from dirty-industry image to Southeast Asia market leadership. Ranked clients #1 on Google within 3–6 months through people-first content.

SC Ventures (Standard Chartered) — Industry Expert

2023

Advised TagRise product team on GTM strategy and community-led growth during product-market fit phase.

M&C Saatchi — Content Marketing Expert

2017–2020

Launched SembCorp Power campaign — gained 2nd largest OEM market share within 6 months.

Apostrophe Films — Executive Producer

2001–2017

16 years shaping narrative for brands. DBS/POSB in-branch content that reshaped customer experience. CapitaLand REIT IPO videos. NEWater public education — making Singaporeans trust recycled water. 27 international awards from New York Festivals and Promax Global Excellence. This is where I learned that story isn't decoration. Story is how you move people.

How I Think

Listen before I market.

I don't walk in with answers. I walk in with a method for finding them. The people closest to the problem — sales, clients, product — know things that haven't made it into the brief. The first job is hearing them.

Hypothesis, then test.

I'll have a point of view. I'll also change it when evidence contradicts. Conviction plus intellectual honesty — not stubbornness dressed as strategy.

Proof over promises.

Show what you've done, not what you'll do. Documented reality beats aspiration. This applies to how I position brands — and how I'd want to be evaluated.

Close emotional gaps first, then knowledge gaps.

Premium customers aren't confused. They're uncertain whether this place is right for them. Education isn't the answer when scepticism is the problem.

Tools

Webflow (hands-on builds) • GA4 & GTM • CRM • Technical SEO & Schema • HTML/CSS/JS • Google Sheets + Apps Script • Cloudflare Workers

Education & Certifications

Bachelors in Communications & Media — Edith Cowan University

Diploma in Banking & Finance — Nanyang Polytechnic

Certified ScrumMaster • Webflow Certified Expert

Why Work With Me

Everyone can run ads now. GenAI writes passable copy. Growth hacks are documented in a thousand playbooks. The barrier to execution has collapsed.

What remains essential is the ability to see through the customer's eyes — to find the real barrier underneath the stated objection, and to build proof that earns trust instead of demanding it.

I bring 16 years of storytelling craft, digital muscle to move fast, and the instinct to think like the customer rather than just for them.

If your challenge is reach or awareness, I'm probably not your person. If your challenge is building trust for a new category, premium justification, or converting high-consideration prospects who understand the product but haven't decided you're the right choice — that's the problem I'm built for.

I won't have your answer on day one. I'll have a method for finding it. And I'll find it faster than someone who skips the diagnostic work.

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