Alvin Foo Dun Zhi

Growth & Performance Marketer | Client Acquisition

Business Owner | Applied AI, CRM & Automation

A decade in Sales, Digital Marketing & Copywriting

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Sales cash received: S$350,000 into the client's bank account during a **six-month Meta ad campaign**; **698 leads at S$13.34 per lead**.

Commercial delivery: S$27,000 full-service marketing engagement; separate **S$12,000** retainer.

Systems & leadership: AI/CRM portal **used daily**; **top 5 of 60** sales staff; led **25 staff across 15 locations**.

Professional Summary

I'm a business owner and growth and performance marketer with a decade in sales, digital marketing, copywriting and client acquisition. I connect customer understanding and compelling offers with campaigns, websites, enquiry capture and sales follow-up.

I use self-taught applied AI to build practical CRM workflows, tools and automation around that commercial experience. I define requirements, direct AI-assisted development, test and debug changes, and improve systems through daily business use.

Professional Experience | Customer Acquisition, Sales and Delivery

Founder and Managing Partner | Apply Singapore PR LLP

28 May 2019 - present

Founded 1 Hex Potions (Sales & Advertising) LLP as a digital marketing agency in May 2019; evolved into Apply Singapore PR LLP from 2022. Own the journey from offers, advertising and consultation through closing, onboarding and client delivery.

- **Generated S$350,000 in sales cash received into the client's bank account** during a **six-month Meta ad campaign** for Max Out Fitness. Produced **698 leads at S$13.34 per lead** on S$9,312.02 ad spend for an S$20 paid personal-training trial. The client expanded from **one to four Singapore outlets** within two years.
- **Secured an S$27,000 full-service marketing engagement in 2022**: video production, creatives and copy, Meta (Facebook/Instagram) campaigns, Google advertising, SEO, websites and landing pages, lead management and CRM; connected acquisition activity with the sales follow-up workflow.
- **Secured a separate S$12,000 marketing retainer**; created sales presentations and email sequences, connecting lead capture to Trello CRM, appointment setting and sales follow-up.

Apply PR CRM and Preparation Portal | Built, deployed and used daily

- Built an internal CRM and PR/Citizenship preparation portal that brings **client records, source documents, prepared information, open questions and review status into one daily workflow**; makes the material and outstanding work available for review.
- Direct Codex-assisted **React/TypeScript and Python** development with Google Drive/Sheets integration; define requirements, test and debug changes, and implement source links, correction history, access controls and version checks to support reviewable preparation.

JARVIS AI | Business context and continuity across agent sessions

- Created an **Obsidian-backed Agentic Operating System** that gives AI agents current procedures, decisions and context across software, documents and integrations; reviewed progress and next actions provide a clear starting point when work resumes.
- Applied generative AI in business from **2023**; intensive agentic systems development from **April 2026**.

Skills

Growth and performance marketing: Meta and Google advertising; SEO; YouTube; landing pages; email; copywriting; offer design; B2B/B2C sales and client relationships.

Systems and delivery: AI-assisted React/TypeScript and Python; SQL, APIs and data models; CRM workflows; Google Drive/Sheets; testing, debugging and release review.

Commercial Experience and Team Leadership

Roadshow Sales Executive | Vertical Institute Pte Ltd

Oct 2025 - Apr 2026

- Sold SkillsFuture courses through face-to-face roadshows; consistently ranked among the **top five salespeople out of 60 sales staff** company-wide.
- Earned **S$9,000 take-home pay in each of January and February 2026**, comprising basic salary and sales commission.

Sales Team Manager | Keppel Electric

Jan - Dec 2019

Recruited, trained and led **25 sales staff**; coordinated daily roadshow operations across **15 Singapore locations**.

Tax Officer; Call-centre Internship | Inland Revenue Authority of Singapore

Dec 2014 - Mar 2015

Handled taxpayer enquiries during the annual filing peak; explained personal income-tax guidance clearly.

Applied AI and CRM | Commercial Delivery

Independent AI Forward Deployed Engineer | Apply AI

July 2026 - present

Translate stakeholder needs into workflows, prototypes and implementation plans; connect AI delivery to customer experience, operating capacity, cost control and commercial priorities.

Paid AI and CRM Implementation | SME and Enterprise Projects

May 2026 - present; projects underway

Jurong Academy | S$25,000 project scope: Lead website, student-registration and CRM modernisation for an academy handling approximately **500-1,000 student/course registrations per month**. Develop enrolment workflows, digital marketing and practical AI course content around its operating needs.

Raffles Hospital, Singapore | S$150,000 CRM rebuild scope: Contribute through Zalfion Consulting to the rebuild underway; advise on data security, access and user experience, applying experience from the client-data workflows I build and operate.

Tokyo Century Leasing (S) Pte Ltd | Paid CRM modernisation: Work through Zalfion with management and IT on legacy workflows, financial-information access, data security and integration requirements. Co-present AI workflow proposals toward a **five-day-to-two-day processing target**.

Live Software and Management Reporting

Marketing Performance Dashboard | Interactive demonstration

Built an interactive management dashboard using sample data to connect channel spend, client acquisition, sales and planning scenarios; demonstrates how budget accountability and campaign review can be brought into one management view.

Athena | Real-money gold-trading automation on MT5

- Built and deployed an **MQL5 system that automatically buys and sells gold on MT5 with my own real money**; the live system has executed profitable trades.
- Hosted the automation on a **VPS**; implemented position limits, protective stops and trade-review records. Review actual fills, execution costs and outcomes to evaluate and improve system behaviour.

Education and Languages

Diploma in Business | Curtin Singapore | Awarded 2020

Diploma in Accountancy | Singapore Polytechnic | Awarded 2016

Languages: English and Mandarin | National Service: 2017 - 2019

Ask me for a live demonstration. See a sanitised working system, the business problem it addresses, and how I build, test and improve the solution.