DREW TEO

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PROFESSIONAL SUMMARY

Consumer brand founder & sales lead experienced in outbound prospecting and B2B partnerships. Bootstrapped consumer brand Gorilla Gear to >US$130K ARR within 12 months, closing 5+ B2B accounts through direct outreach. Generated US$250K in outbound pipeline across 300+ shipping companies in 80+ countries in the first 6 months at MagicPort. Singaporean, H1B1-eligible, and keen to relocate to SF/LA/NY for an in-office role.

EXPERIENCE

Gorilla Gear, Founder & Brand Strategist Jun 2024 - Present

Gorilla Gear is a premium fitness and nutrition brand built for Asia.

- Grew Gorilla Gear revenue 10x through paid acquisition and B2B partnership work while building the customer-acquisition funnels for the DTC fitness and nutrition brand
- Scaled the business to consistent US$20K+ MRR, 1,000+ customers, and a 30% repeat rate
- Built Klaviyo email flows to support customer retention and lifetime value, including promotional campaigns, sale discounts, and re-engagement for existing customers
- Closed 5+ B2B accounts across lifestyle/fitness channels through outbound efforts and strategic prospecting
- Ran Meta Ads for Gorilla Gear's brand account, producing ~30 creatives per month during peak 2–3 month periods to test competitor- and trend-informed hooks with matching landing pages; measured CTR, AOV, add-to-cart rate, and CPA to achieve >4x ROAS

MagicPort, Founding SDR May 2026 - Present

MagicPort is an AI-powered maritime intelligence platform designed to digitize and streamline port operations.

- Established the outbound motion as founding SDR and built the cold prospecting playbook, generating US$250K in outbound pipeline in the first 6 months across 300+ shipping companies in 80+ countries
- Used HubSpot to track sales activity and pipeline at MagicPort
- Partner with founders on go-to-market strategy, refining prospecting messaging and qualification based on feedback to improve meeting conversion

Opera Gallery, Art Advisor Oct 2024 - May 2025

- Managed HNW client relationships in a high-touch, consultative sales environment
- Contributed to over $100K in art sales by nurturing inbound leads and supporting closing efforts

Regional Express Airlines, Corporate Communications Intern May 2023 - Aug 2023

- Managed social media and creative design for Rex Group, driving ~10% audience growth and increased engagement across brand channels

OCBC Securities (US$80mn++ ARR), Business Intern May 2022 - Aug 2022

- Reduced process-specific manpower costs by 40%+ via automation (e.g. VBA tools)
- Supported BD and trading operations in Futures, FX and CFDs, developing market insights on macro events including FOMC hikes for the sales team
- Improved trade reconciliation and exchange default management procedures for cross-department efficiency

EDUCATION

Singapore Management University, Bachelor of Business Management Aug 2020 - May 2024

- Double Major in Marketing and Finance

SKILLS, INTERESTS & ADDITIONAL INFORMATION

Social Media: 25k+ across IG/TT, experienced in UGC and micro-influencer campaigns (L'Oreal, Descente, etc)
Technical: Meta Ads, Shopify, Klaviyo, Python 3, SQL, Excel & VBA, Office, Adobe CC
Modeling: Experienced commercial model: Salomon ASEAN 'Made for the Wild' Campaign, Garnier Box Dye Campaign etc
Interests: Music, Fitness, Sports, Art & Culture