

RIFQI FAUZAN ADYATMA

DIGITAL MARKETING MANAGER

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PROFILE

Digital Marketing professional with 9 years of experience across tech (fintech/SaaS), hospitality, and creative industries. Specializing in performance marketing, SEO, paid media, CRM lifecycle strategy, and revenue-driven digital strategy. Proven track record in growing user bases, optimizing full-funnel campaign performance, and translating data insights into measurable business impact. Known for strong project management, cross-functional collaboration, and the ability to lead end-to-end digital initiatives from strategy to execution.

PROFESSIONAL EXPERIENCE

Assistant Digital Marketing Manager, Sheraton Grand Jakarta Gandaria City Hotel Dec 2024 – Present

Jakarta

- Increased direct digital room night share by 5% and total digital room nights by 17% through targeted performance marketing initiatives.
- Drove 166% increase in website traffic through SEO improvements, keyword strategy, and paid media scaling.
- Managed and optimized all paid media channels including Google Ads, Meta, TikTok, OTA platforms, and Koddi.
- Built performance dashboards tracking ROI, ROAS, and budget efficiency; delivered periodic reporting to commercial leadership.
- Coordinated end-to-end campaigns with Revenue, Sales, Creative, and third-party agency partners; managed vendor relationships.

Assistant Digital Marketing Manager, Pullman Ciawi Vimala Hills May 2023 – Dec 2024

Bogor

- Developed comprehensive digital marketing plans, managed budgets, and executed multi-channel campaigns across Google, Meta, TikTok, and OTA platforms.
- Led social media strategy and content direction across Instagram, Facebook, TikTok, and Bride Story.
- Led SEO initiatives including technical audits and content optimization for brand.com and OTAs.
- Managed paid search strategy and performance reporting to maximize ROI.

Digital Marketing, Pawoon POS (B2B Fintech / SaaS) Apr 2022 – May 2023

Jakarta

- Managed digital media buying across Meta, TikTok, Google Ads, and Email Marketing — generated 50% increase in sign-up leads.
- Improved marketing ROI by 7% and conversion rate by 10% through performance optimization and A/B testing.
- Built CRM lifecycle programs (email, WhatsApp) for onboarding, activation, and re-engagement.
- Collaborated cross-functionally with sales, product, and enterprise teams on new feature launches and GTM strategies.

Social Media Specialist, Pawoon POS Mar 2020 – Apr 2022

Jakarta

- Built and executed content calendars for Instagram and TikTok; grew Instagram followers by 30%.
- Successfully launched TikTok account reaching 24K+ followers.
- Produced 50+ high-engagement videos including tutorials and product content.

Art Director, Gorilla Creative Solution Jul 2019 – Mar 2020

Jakarta

- Led creative team in developing campaigns for major brands; managed 10+ major projects from concept to delivery.
- Ensured on-time, on-budget project execution aligned with client objectives.

Video Editor, Gorilla Creative Solution Oct 2016 – Aug 2019

Jakarta

- Produced and edited hundreds of commercial and digital videos for TV commercials, YouTube ads, and social media.

EDUCATION

Master of Communication — Corporate Communication

Mercu Buana University, Jakarta

Bachelor of Communication — Broadcasting

Mercu Buana University, Jakarta

AREAS OF EXPERTISE

Performance Marketing · SEO & Website Optimization · Paid Media Advertising (Google Ads, Meta Ads, TikTok Ads, OTA Ads, Koddi) · CRM & Lifecycle Marketing · Content Strategy · Marketing Analytics & Reporting · Cross-functional Project Management · Vendor & Agency Management · Email & WhatsApp Marketing