Fariz Ramadhan

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Brand and Digital Marketer from **Institut Teknologi Bandung (ITB)** and a **Marketing Management Trainee (MT)** graduate. Proven cross functional commercial skill set encompassing traditional route-to-market execution (*General Trade Sales*), equity architecture (*Brand Management*), and full-funnel corporate digital media ecosystems. Demonstrated success in piloting high-growth digital programs, maintaining **double digit GMV growth** across e-commerce platforms, driving a **33% cost efficiency in KOL CPV**, and managing high-volume paid performance pipelines. Experienced in delivering structural brand equity, audience retention, and conversion-centric growth for top-tier FMCG company.

PROFESSIONAL EXPERIENCE

PT Cisarua Mountain Dairy Tbk (Cimory) – Jakarta, Indonesia
***Digital Media & E-commerce Assistant Manager* | July 2025 – Present**

- Launched the corporate TikTok Shop ecosystem from scratch, scaling channel revenue to Rp2 Billion+ GMV within 3 months via affiliate networks and live streams.
- Maintained double digit GMV growth across TikTok Shop, Shopee, and Tokopedia while owning the PnL of Cimory's online selling business.
- Orchestrated omnichannel campaigns for offline activations, driving a 9x surge in organic impressions and a 20x spike in digital engagement on Instagram.
- Optimized the corporate KOL portfolio to reduce average Cost-Per-View (CPV) to Rp20, securing 33% marketing budget efficiency.
- Deployed paid advertising blueprints across TikTok and Meta Ads Manager, maintaining a strict media spend to hit a CPM 40% below the industry average (Rp3).
- Governed corporate YouTube awareness funnels, re-engineering video ad creative mixes to secure a competitive Rp7.6 CPM at mass scale.
- Implemented automation through AI integrated system to retrieve daily ads and KOL data performance by daily to help digital branding decision making.

Management Trainee (MT) Marketing | January 2024 – July 2025

Assistant Head of Area – General Trade (Sales Rotation):

- Led a cross-functional team of 20 sales representatives across wholesale, local modern trade, and traditional retail channels.
- Implemented strict coverage optimization protocols, securing a 33% operational efficiency gain and 8% top-line revenue growth.

Brand Executive – Yogurt Pouch (Marketing Rotation):

- Managed KOL roster of 100+ creators with monthly budget up to IDR 2 Billion, reducing endorsement CPV to IDR 12 (60% below benchmark) while maintaining a 3% ER.
- Implemented integrated media plan (TikTok KOL and YouTube Ads) achieving organic CPV IDR 12 and ads CPM IDR 8.
- Executed Twitter/X buzzer strategy driving 3 brand keywords trending for 3 consecutive days, generating high earned impressions beyond paid reach.
- Architected the digital product launch strategy for the "Yogurt Bites" line, capturing 12 Million+ targeted video views within the first month.

Narasi.tv – Jakarta, Indonesia
***Strategic Planning Specialist* | May 2023 – November 2023**

- Converted 4+ premium brand clients (including Google, Danone, Rexona, OCBC NISP, Indosat, Fore Coffee) in 3 months, generating IDR 3 Billion total revenue.
- Created integrated campaign concepts spanning video content, KOL collaboration, events, and social media for 5+ brands per month
- Built pricing strategy and benefit inventory framework utilized across all outbound client proposals.

Mantappu Corp. – Jakarta, Indonesia
***Strategic Planner* | September 2022 – May 2023**

- Formulated digital partnership proposals, securing 9+ commercial campaign acquisitions from top-tier brands (CLEAR, Kenangan, Emina, AirAsia).
- Monitored weekly content analytics velocity, deploying iterative technical scripting pivots to optimize organic conversion indicators across talent platforms.
- Mentored 2 incoming market research interns in social media analytical methodologies and data-driven client profiling frameworks.

TECHNICAL SKILLS & COMPETENCIES

- **Brand Marketing & Strategy:** Brand Positioning, Consumer Insight Mapping, Product Launch Execution, Cross-Functional Campaign Orchestration, Competitor Matrix Benchmarking.
- **Digital Media & Growth Performance:** Paid Media Allocation (YouTube, TikTok & Meta Ads), Affiliate Network Sourcing, KOL Ecosystem Management, Full-Funnel Digital Campaigns, ROI & Conversion Optimization.
- **Commercial & Market Penetration:** General Trade (GT) Sales Route Planning, Distributor Engagement, Benefit Inventory Framework, Budget Optimizations.
- **Tools & Analytics:** TikTok Ads Manager, Google Ads, Meta Ads Manager, RivalIQ, Google Analytics, Brand24, Adobe Creative Suite, Advanced Microsoft Excel, TikTok Marketscope

CERTIFICATIONS & HONORS

- **Awards:** 2nd Place Poster Design – Indonesian Student Mining Competition XIII (2022) | 1st Favorite Infographic – G20 Energy Transition Challenge by Ministry of Energy & Mineral Resources (2022).
- **Scholarship**: Beasiswa Pemerintah Provinsi Riau Scholarship.
- **Certifications:** Digital Marketing Bootcamp – Myskill.id | Future Talent Development Camp – Hatching Academy (Advertising agency fundamentals: strategy, account executive, content creation).

EDUCATION

Institut Teknologi Bandung – Bandung, Indonesia
Bachelor of Engineering, Mining Engineering – GPA: 3.35/4.00 | Aug 2018 – Dec 2022

- Developed strong foundation in systems thinking, investment analysis, and quantitative statistical methodology.
- Thesis: Spontaneous coal combustion analysis using adiabatic heating method (R70 Laboratory Scale).