

# JASON LIM

## Senior Marketing Manager

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### SUMMARY

Dynamic and results-driven Senior Marketing Manager with over 10 years of experience in developing and executing strategic marketing initiatives. Skilled in brand management, digital marketing, and campaign optimization. Proven track record of driving revenue growth, increasing market share, and enhancing brand visibility. Strong leadership and communication skills with a passion for building high-performing teams and driving business success.

### EXPERIENCE

#### PT Marketing Dynamics - Jakarta, Indonesia

Senior Marketing Manager (April 2017 - Present)

- Developed and implemented comprehensive marketing strategies to drive brand awareness, customer acquisition, and revenue growth across multiple channels.
- Led cross-functional teams to execute integrated marketing campaigns, including digital advertising, social media, email marketing, and content marketing initiatives.
- Analyzed market trends, consumer behavior, and competitive landscapes to identify opportunities for innovation and differentiation in product positioning and messaging.

#### PT Market Solutions - Jakarta, Indonesia

Marketing Manager (August 2012 - March 2017)

- Directed product launches, promotional activities, and lead generation campaigns to drive sales pipeline and achieve business objectives.
- Conducted market research and customer segmentation analysis to identify target audiences and tailor marketing messages and offers for maximum impact.
- Cultivated strategic partnerships and alliances with industry influencers, media outlets, and relevant organizations to amplify brand reach and credibility.

### EDUCATION

#### UNIVERSITAS INDONESIA (2008 - 2012)

Bachelor of Business Administration in Marketing – GPA 3.7

### CERTIFICATIONS

- Google Ads Certification
- HubSpot Inbound Marketing Certification

### SKILLS

- |                                      |                                   |
|--------------------------------------|-----------------------------------|
| • Strategic planning and execution   | • Market research and analysis    |
| • Brand management and positioning   | • Team leadership and development |
| • Digital marketing and social media | • Budget management               |