**Ava Siregar**

📍 Jakarta, Indonesia | 📞 +62 812-3456-7890 | ✉️ ava.siregar@email.com  
🔗 linkedin.com/in/avasiregar | 🔗 behance.net/avasiregar | 🌐 avasiregar.com

**Creative Profile**

Strategic and imaginative Marketing Professional with 8+ years of experience in branding, content creation, and digital strategy. Known for blending data-driven insights with bold storytelling to craft campaigns that inspire and convert. Skilled at managing multi-channel marketing initiatives from ideation to execution. Comfortable working solo or leading a team in high-stakes environments where impact matters.

**Key Skills**

* Digital Marketing Strategy
* Content Creation & Copywriting
* Branding & Visual Identity
* Campaign Management (Paid & Organic)
* Social Media Growth (IG, TikTok, LinkedIn)
* SEO & SEM (Google Ads, Ahrefs, Meta Ads)
* Email Marketing (Klaviyo, Mailchimp)
* Adobe Creative Suite (Photoshop, Illustrator, Premiere)
* Analytics & Reporting (GA4, Hotjar, Looker Studio)

**Professional Experience**

**Creative Marketing Manager**  
**Mira Agency, Jakarta**  
*Mar 2020 – Present*

* Led 360° campaigns for 20+ clients across F&B, fashion, and fintech, increasing average engagement by 65%
* Spearheaded rebranding strategy for a national coffee chain, resulting in 300% increase in Instagram followers and 40% revenue growth
* Directed production of multimedia content (video, motion, static) with internal design and videography teams
* Optimized email marketing flows, boosting CTRs by 27% within 6 months

**Digital Strategist**  
**Brandlab Studio, Bandung**  
*Jul 2017 – Feb 2020*

* Developed and executed full-funnel ad strategies on Meta & Google platforms, averaging ROAS 4.5x
* Co-created viral TikTok campaigns for beauty & lifestyle brands, one reaching 1M+ views organically
* Conducted monthly workshops with clients to align creative direction and marketing KPIs

**Content & Social Media Specialist**  
**Luxe Living, Remote**  
*Jan 2015 – Jun 2017*

* Built brand voice from scratch for a D2C home decor startup
* Managed editorial calendars and content production, growing Instagram from 0 to 50K in under a year
* Collaborated with influencers and micro-creators to launch seasonal collections

**Education**

**B.A. in Communication & Media**  
Universitas Indonesia – 2014

**Courses & Certifications**

* Meta Certified Media Buying Professional
* Google Ads Display Certification
* The Copy Cure by Marie Forleo
* Domestika: Art Direction for Social Campaigns

**Creative Tools**

**Design & Video:** Photoshop, Illustrator, InDesign, Canva, Premiere Pro  
**Marketing & Data:** Meta Ads Manager, Google Ads, Klaviyo, GA4, Hotjar  
**Project & Team:** Notion, Trello, Slack, Figma