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ekayudistirapermana@gmail.com

porto

Indramayu,
Jawa Barat, Indonesia

Education

Bachelor's Degree in Computer Science

Universitas Komputer Indonesia
Bandung

2004 -2009

CERTIFICATIONS

- **Google Ads Search
Certification**
Credential ID: 23810387
- **Google Ads Video & Mobile
Certifications**
Credential ID: 23811689

Language

English

Indonesian

EKA YUDISTIRA PERMANA

Growth-Focused Marketing Leader

Profile

Innovative Digital Marketing Leader with **13+ years** of experience, including **5+ years** in regional and managerial roles across Southeast Asia. Specialized in **scaling digital growth through SEO, SEM, PPC, CRM, and e-commerce strategies**—driving **measurable impact across SaaS, agritech, health-tech, and FMCG**.

Known for turning marketing into a growth engine, blending strategic thinking with data-driven execution. Strong in leading cross-functional teams, optimizing funnels, and building high-ROI campaigns that convert and scale.

CAREER HIGHLIGHTS

- +200% Organic Traffic Growth within 6 months by leading a complete SEO and content strategy revamp.
- Reduced Cost-Per-Acquisition by 30% while scaling performance ad spend across Google & Meta.
- Built Lead Generation Engine from 0 to 50K+ qualified monthly leads across Indonesia, Cambodia, and Vietnam.
- Increased Conversion Rate by 45% through A/B testing, landing page optimization, and funnel redesign.
- Managed Regional Campaigns across SEA markets with localized strategies that improved ROAS by 3x.
- Launched CRM & Email Automation Flows that improved user reactivation and retention by 25%+.

CORE SKILLS

- SEO Strategy & Technical Optimization
- Performance Marketing (Google, Meta, TikTok, LinkedIn Ads)
- Lead Generation & Conversion Optimization
- Growth Hacking & Funnel Development
- Email Marketing & CRM Automation
- Analytics & ROI Measurement
- Product-Led Marketing & Go-to-Market Execution
- Leadership & Regional Team Management

CORE SKILLS

- Google Ads · Meta Ads · TikTok Ads · SEO Tools (Ahrefs, GSC) · GA4 · HubSpot · Mailchimp · WordPress · Figma · HTML/CSS · Google Tag Manager · Looker Studio, XML, JAVA, PHP,



PROFESSIONAL EXPERIENCE

eFishery – Bandung, Indonesia

Head of Digital Marketing

January
2021

August
2024

- Led the end-to-end digital marketing strategy for Indonesia's leading agritech startup. Responsible for scaling performance marketing, brand awareness, user acquisition, and digital revenue across multiple channels and business units.
- Managed and optimized multi-channel paid campaigns (Google, Meta, TikTok) to acquire new users and improve retention.
- Executed SEO and content strategies to grow organic traffic and improve domain authority.
- Designed customer journeys using CRM tools to personalize communication and boost engagement.
- Implemented A/B testing and CRO strategies to increase signup and purchase conversion rates.
- Collaborated closely with product, sales, and engineering to align growth initiatives with business goals

✓ Key Achievements:

- Reduced cost-per-acquisition (CPA) by 30% through creative testing and bid optimization.
- Increased qualified leads by 45% through improved targeting and funnel enhancements.
- Launched marketing automation campaigns that lifted retention by over 25%.

mClinica Pte Ltd – Jakarta, Indonesia / Southeast Asia

Regional Digital Marketing Manager (SEA)

January
2020

January
2021

- Led digital marketing strategy across Southeast Asia for a health-tech SaaS platform focused on connecting pharmacies and improving healthcare access. Oversaw performance marketing, content, and CRM across multiple markets.
- Launched and managed paid campaigns (Google Search, Meta Ads, LinkedIn Ads) for B2B lead generation.
- Developed and localized marketing funnels for key markets including Indonesia, Philippines, and Vietnam.
- Created automated email sequences and CRM workflows to nurture and convert leads.
- Collaborated with product and commercial teams to align campaigns with go-to-market objectives.

Key Achievements:

- ✓ Generated 35,000+ qualified B2B leads across SEA in 12 months.
- ✓ Reduced CPL by 40% through audience refinement and landing page optimization.
- ✓ Increased email engagement rates by 2.5x with segmented automation workflows.

Focus Software Development – Cambodia & Vietnam

Regional Digital Marketing Manager

January
2018

January
2020

- Designed and executed full-funnel digital strategy to drive growth for a custom software development company expanding in Cambodia and Vietnam.
- Ran lead generation campaigns using Google Ads, Meta, and LinkedIn targeting B2B clients.
- Managed SEO and website content to improve inbound traffic and organic search rankings.
- Created localized social media strategies to build brand visibility in new markets.
- Built marketing dashboards to monitor campaign ROI and pipeline contribution.

Key Achievements:

- ✓ Increased monthly inbound leads by 3x in less than 6 months.
- ✓ Achieved 200% YoY growth in organic traffic through SEO improvements.
- ✓ Reduced customer acquisition cost by 35% through targeted performance campaigns.

PT David Roy Indonesia (Dilmah Tea) – Jakarta, Indonesia

Digital Marketing Supervisor

**January
2016**

Managed the digital transformation and online marketing strategy for Dilmah Tea Indonesia across e-commerce, digital ads, and social media platforms.

- Oversaw digital campaigns across Shopee, Tokopedia, Google Ads, and Meta Ads.
- Led social media content planning and influencer collaborations to boost engagement.
- Executed SEO and SEM efforts to improve product discoverability and online sales.
- Coordinated with offline sales and merchandising teams for integrated campaigns.

**January
2018**

Key Achievements:

- ✓ Boosted monthly e-commerce sales by 75% within one year.
- ✓ Increased Instagram engagement by 300% through content revamp and influencer partnerships.
- ✓ Reduced ad spend waste by 20% with targeted campaign restructuring.

Yugashop Design Agency – Jakarta, Indonesia

Digital Marketing & Web Developer

**January
2010**

- Provided digital marketing and web development services for small businesses and startups across various industries.
- Built and maintained WordPress and custom-coded websites optimized for SEO.
- Ran Google Ads and Facebook Ads campaigns with a focus on lead generation and sales.
- Set up email automation flows and social media calendars to support clients' digital growth.
- Trained clients on digital tools and best practices for online marketing.

**January
2016**

Key Achievements:

- ✓ Delivered over 30 fully-optimized websites that improved traffic and conversions.
- ✓ Improved average client conversion rates by 40% with CRO and analytics insights.
- ✓ Managed monthly ad budgets of up to IDR 30M with consistent ROI delivery above 300%.

References

Julia Neilsen – Digital Marketing, eFishery

 0812-8811-9665

**Panji Wibisono – HR Manager, Focus
Software Development**

 0812-2497-9703



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DRISHOP.CO.ID

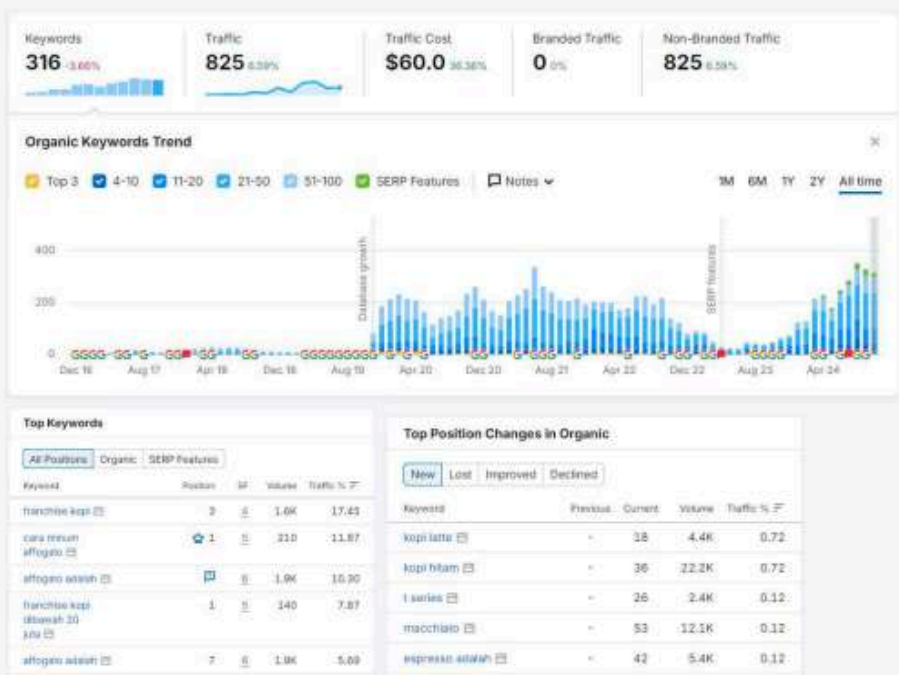
digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for coffee and tea



website performance

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for coffee and tea





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DILMAH.CO.ID

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for dilmah tea



website performance

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for coffee and tea





Portofolio

SWIPERX

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up users from pharmacist



SWIPERX.COM

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up users from pharmacist



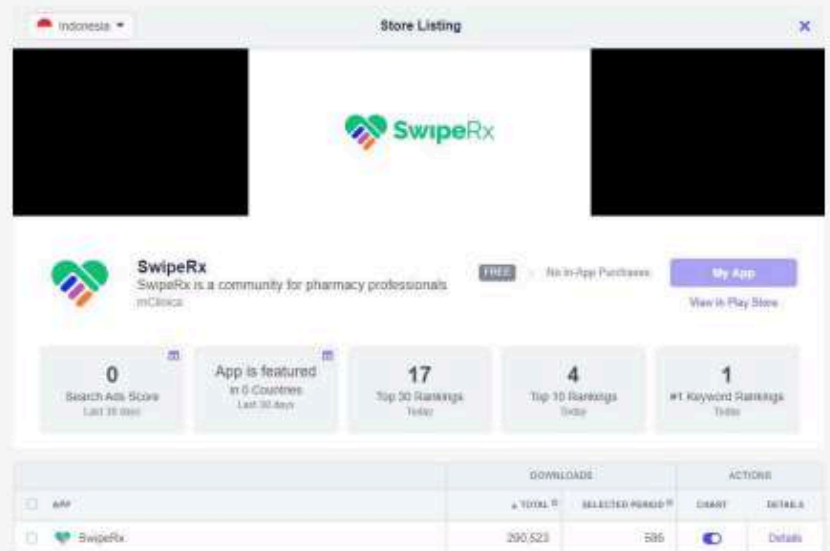


Portofolio

SWIPERX

digital marketing for Apps

help advertise efisheryku apps into Pharmacist & Drugs Company



The screenshot shows the Google Play Store listing for the SwipeRx app in the Indonesia region. The app is titled 'SwipeRx' and is described as 'a community for pharmacy professionals in Clinica'. It is a free app with no in-app purchases. The listing includes several achievement badges: 0 Search Ads Score (Last 30 days), App is featured in 0 Countries (Last 30 days), 17 Top 30 Rankings Today, 4 Top 10 Rankings Today, and #1 Keyword Rankings Today. Below these are tabs for 'APP', 'DOWNLOADS', and 'ACTIONS'. The 'APP' tab is selected, showing the app icon and name. The 'DOWNLOADS' tab shows a total of 290,523 downloads and 586 selected ratings. The 'ACTIONS' tab shows a 'Details' button.

	DOWNLOADS	ACTIONS
APP	▲ TOTAL 290,523	DETAILS
SwipeRx	586	Details

EFISERY.COM

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for fish farmers

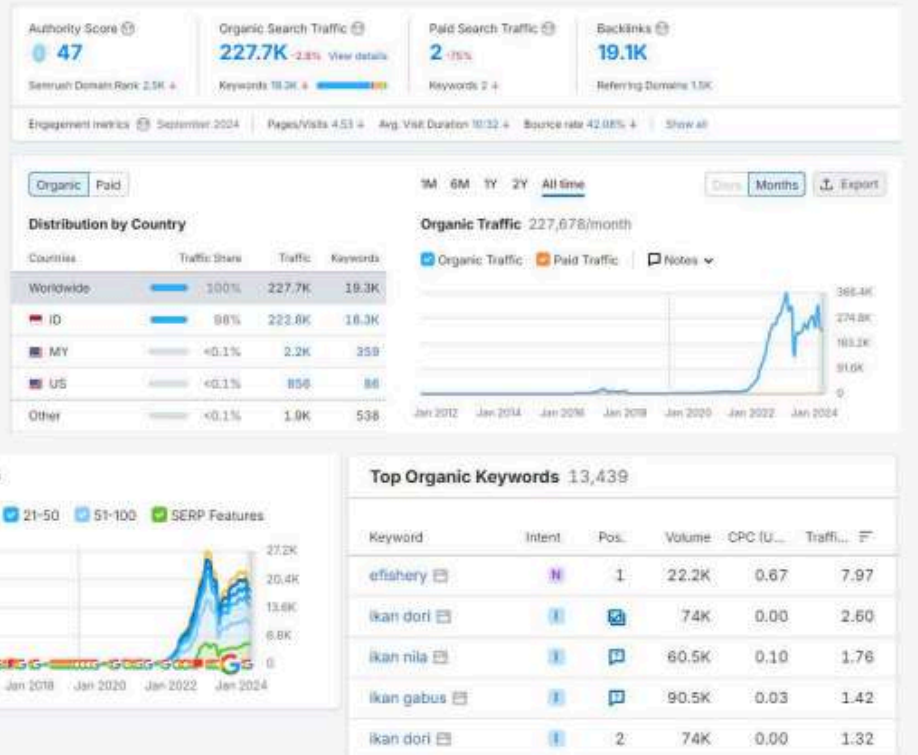




Portofolio

website performance

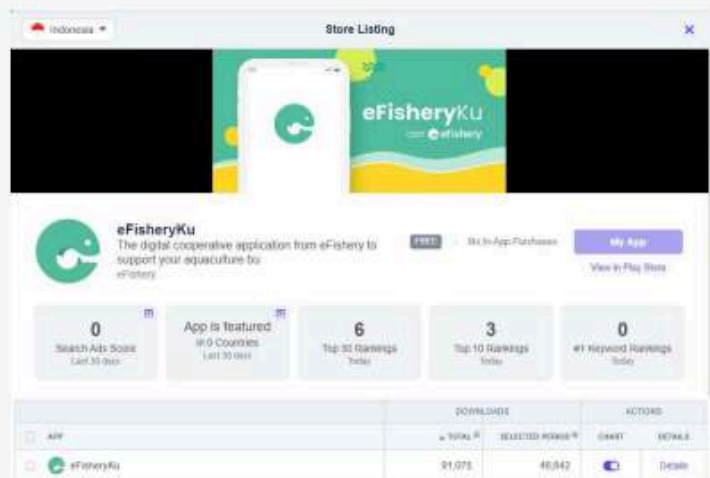
Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up SEO for fish farmers



EFISERYKU

digital marketing for Apps

help advertise efisheryku apps into fish farmers and investor to use this apps



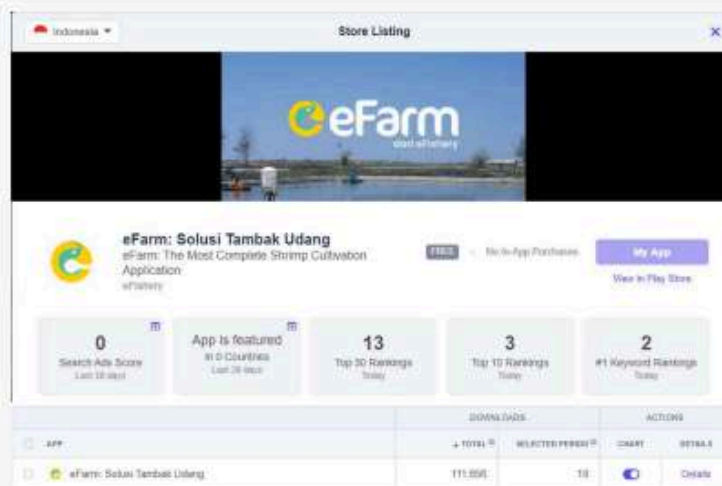


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EFARM

digital marketing for Apps

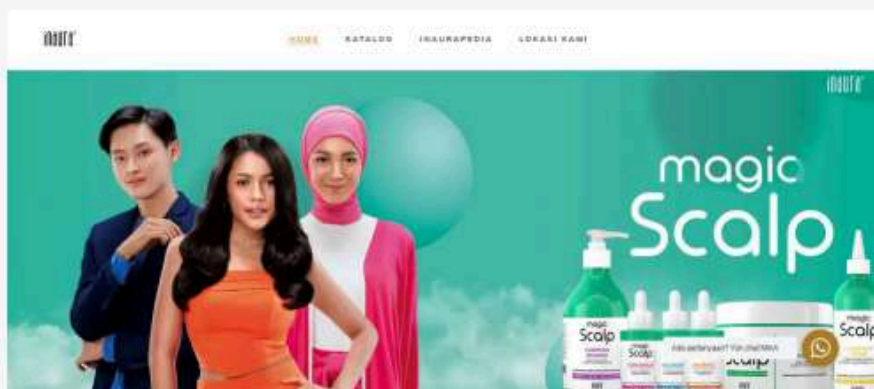
help advertise efisheryku apps into shrimp farmers and investor to use this apps



INAURA.CO.ID

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up customer to buy in e-commerce platform



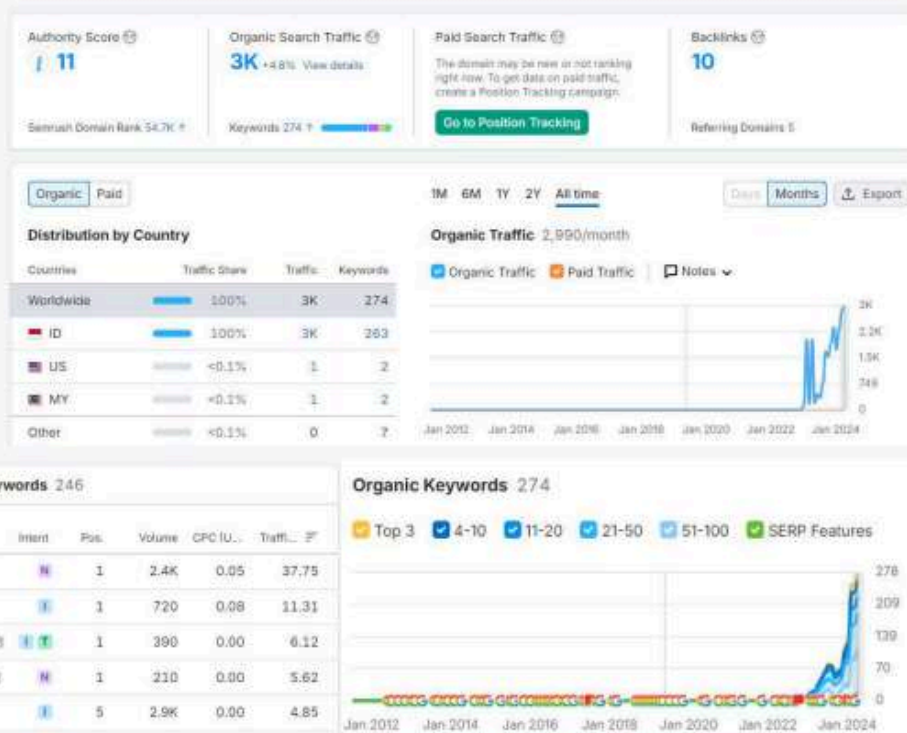


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INAURA.CO.ID

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up customer to buy in e-commerce platform



MAGIABYINAURA.COM

digital marketing

Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up customer to buy in e-commerce platform



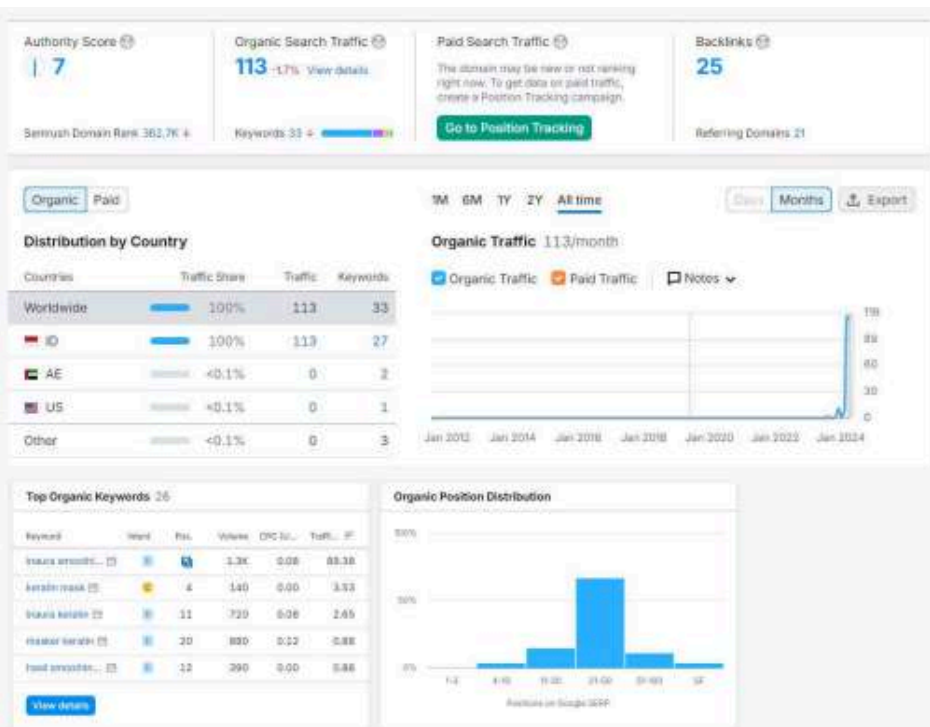


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MAGIABYINAURA.COM

digital marketing

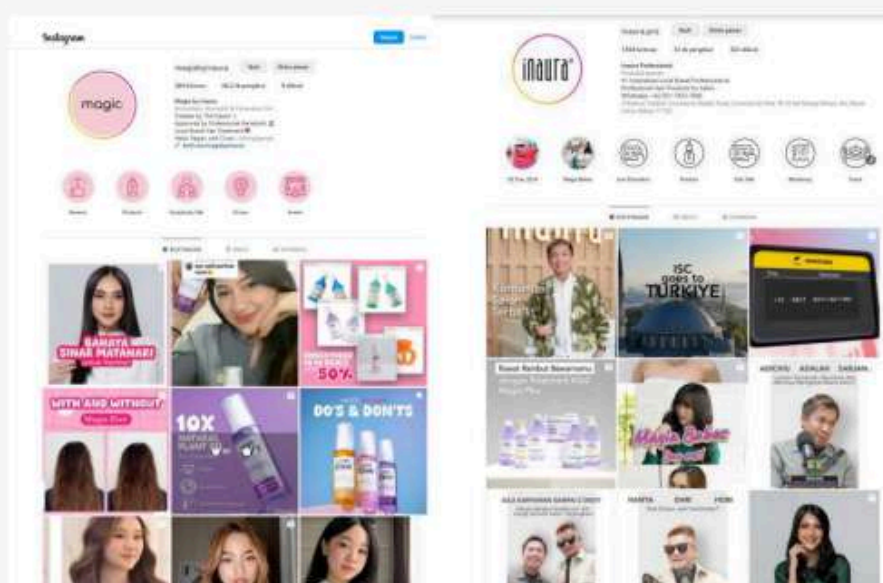
Developed this website using wordpress, with doing digital marketing for this website, main goals is to bring up customer to buy in e-commerce platform



INAURA PROFESSIONAL

social media

brand development & social media marketing





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INAURA PROFESSIONAL social media

brand development & social media
marketing

inaura

Profile Performance | 1 of 28

Included in this Report

X @inaurapro

Facebook Inaura Indonesia

Instagram Inaura.pro

LinkedIn Inaura Professional

TikTok @magiabyinaura

X @magiabyinaura

Facebook Magia by Inaura

Instagram @magiabyinaura

LinkedIn Inaura Professional

TikTok Inaura Professional

inaura

Profile Performance | 2 of 28

Performance Summary

View your key profile performance metrics from the reporting period.

Impressions

26,902,983

↗540.7%

Engagements

308,854

↗312.4%

Post Link Clicks

21,931

↗777.2%

Engagement Rate (per impression)

1.1%

↗31.6%

inaura

Profile Performance | 3 of 28

Audience Growth

See how your audience grew during the reporting period.

Net Audience Growth, by Month

ⓘ We are unable to display data for some of the data range.



Audience Metrics

Totals % Change

Total Audience

207,378

↗488.9%

Total Net Audience Growth

166,649

↗12,144.6%

X Net Follower Growth

118

—

Facebook Net Follower Growth

431

↗24.1%

Instagram Net Follower Growth

72,751

↗125,333.8%

LinkedIn Net Follower Growth

695

↗8.3%

TikTok Net Follower Growth

89,119

↗151,883.8%

YouTube Net Subscriber Growth

4,485

↗49,844.4%

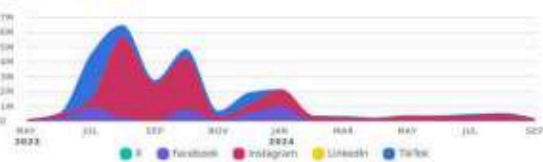
inaura

Profile Performance | 4 of 28

Impressions

Review how your content was seen across networks during the reporting period.

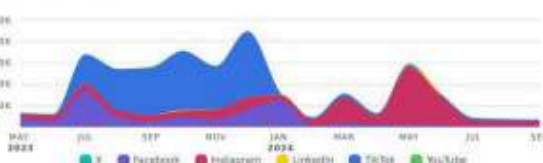
Impressions, by Month



Engagement

See how people are engaging with your posts during the reporting period.

Engagements, by Month



Impression Metrics

Totals % Change

Total Impressions

26,902,983

↗540.7%

X Impressions

6,780

—

Facebook Impressions

3,997,091

↗906%

Instagram Impressions

16,484,898

↗335.8%

LinkedIn Impressions

2,522

↗257.7%

TikTok Impressions

6,411,692

↗33,932.3%

Engagement Metrics

Totals % Change

Total Engagements

308,854

↗312.4%

X Engagements

251

—

Facebook Engagements

62,542

↗140.9%

Instagram Engagements

97,715

↗126.7%

LinkedIn Engagements

910

↗2,233.3%

TikTok Engagements

143,594

↗32,684%

YouTube Engagements

3,842

↗28.1%



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inaura								Profile Performance (10 of 36)							
Profiles															
Review your aggregate profile and page metrics from the reporting period.															
Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate (per impression)									
Reporting Period May 1, 2023 - Sep 30, 2023	207,378	166,649	10,873	26,902,983	308,854	1.1%	11.1%								
Compare to Nov 28, 2022 - Apr 30, 2023	35,217	1,361	397	4,199,139	74,896	1.7%									
X @inaura.pro	1	-1	95	8,115	226	3.7%									
X @magiabyinaura	120	119	28	685	25	3.8%									
inaura Indonesia	3,945	366	255	1,392,666	28,679	2.2%									
inaura Professional	1,512	685	3	2,522	910	36.1%									
inaura Professional	18,443			16,005	70	2,017,694	42,031	2.1%							
inaura Professional	11,800			4,495	94	N/A	3,842	N/A							
inaura.pro	32,930			8,703	8,614	4,049,782	63,666	1.6%							
Magia by inaura	144			85	119	2,704,425	33,863	1.3%							
magiabyinaura	66,328			64,048	1,310	12,435,116	34,049	0.3%							
magiabyinaura	72,155			72,134	285	4,393,998	101,563	2.3%							

