SATWIKO VITO WARIS

Freelance Growth & Performance Marketing Consultant | Fractional Head of Growth

Jakarta, Indonesia (GMT+7) · Remote worldwide | warisvito@gmail.com | linkedin.com/in/vito-w | vitowaris.com

PROFILE

I help app, e-commerce and hospitality brands acquire customers profitably. **11 years** across Unilever-scale brand work, Sea Group's ShopeePay, a SaaS scale-up and a national logistics brand, where I run a **USD 1M+ annual paid media budget** and a team of 6, plus independent clients in Indonesia, Singapore, the US and AU/EU/Gulf markets. Signature: **fix measurement first** (MMP, SKAN, CAPI, GA4), then rebuild channel mix and bidding, then scale.

SELECTED RESULTS

- **-69% new-user CAC in 3 months**: HappyFresh, grocery app (Meta, Google UAC, Apple Search Ads, AppsFlyer). Record month at **ROAS 9.1x**; Google iOS launched at ROAS 17.8x after fixing SKAN.
- **-68% cost per registration, 3.6x registrations**: Pintarnya, job platform, after moving tracking to Branch; scaled to 99K+ registrations a month at target cost.
- **ROAS 1.5x to 5.9x week on week**: Smart Buzzer, US e-commerce, after closing a GA4 vs Meta purchase gap (4 vs 121).
- **3.7x the lead KPI at 59% below target cost**: Swarna Spa, Bali (international tourists), Google PMax; AI-assistant traffic 2.7x.
- **224% (Australia) and 169% (Singapore) of lead KPI**: Celesta Nusa Penida, luxury resort & real estate selling to AU/EU/SG/UAE buyers; qualified leads judged in CRM.
- **Shopee ROAS up to 107x; TikTok GMV Max orders 5.7x**: Bonvie, haircare, marketplace ads across Shopee, TikTok Shop and Meta CPAS.
- **-70% cost per lead**: MPI aesthetic clinic; **-45% cost per order**: Cosmart grocery app. Client figures are % change or ratios; spend stays confidential.
- **Unaided brand awareness 65% to 70%**: Lion Parcel, via completed-view YouTube buying.

BRANDS & MARKETS

International & multinational: Unilever (Clear, Lifebuoy, Pond's Men), Nokia, Johnson & Johnson, Multibintang (Heineken), Coca-Cola (Minute Maid Pulpy), Danone (Mizone), Jotun, Courts (Nojima), FedEx licensee RPX, ShopeePay (Sea Group), Alkemal Foods (Singapore), Smart Buzzer (US), Lion Parcel Malaysia.

Growth clients: HappyFresh, Pintarnya, Cosmart, Bonvie, Celesta Nusa Penida, Bali Bird Park, Swarna Spa, Balimoon, MPI, Boss Rating.

SERVICES & ENGAGEMENTS

Growth & Tracking Audit — **from USD 500**
Ad accounts, GA4/GTM, CAPI, MMP, SKAN/AEM. Fixed fee, 7-10 days, credited to a sprint.

90-Day CAC Sprint — **USD 3,500-5,000 / month**
Tracking, channel mix, bidding and creative tests against one agreed metric (CAC, CPA or ROAS).

Performance Management — **USD 2,000-3,500 / month**
Meta, Google, TikTok, Apple Search Ads, Shopee & TikTok Shop, with weekly reporting.

Fractional Head of Growth — **USD 4,000-8,000 / month**
1-2 days a week: strategy, budget scenarios, team and agency leadership, board reporting.

Agency White-Label — **from USD 800 / account / month**
Senior paid media delivery under your agency brand, APAC time zone coverage.

EXPERIENCE

Lion Parcel | Digital Marketing Manager — Jun 2023 - Present
115% of CPA efficiency target; cost per agent top-up -30%; ROAS up to 30x; WhatsApp CRM delivering 25% of revenue target; team of 6.

ShopeePay (Sea Group) | Growth Marketing Campaign Lead — Feb 2022 - Jun 2023
110% of Average Daily Transactions target; P2P transfer growth; team of 4.

OnlinePajak (SaaS) | Digital Marketing Project Manager — Feb 2020 - Feb 2022
+125% user sign-ups; website revamp; team of 11.

FOXA Digital, RPX Group (FedEx licensee), Mirum Agency — Dec 2015 - Feb 2020
Social, content and 360° digital for Unilever, Nokia, J&J, Multibintang, Danone, Coca-Cola, Jotun and more.

HOW I WORK

- **Time zones:** full overlap with Singapore & Malaysia; Australia 09:00-14:00, UAE 13:00-18:00, UK/EU 15:00-20:00, US East 20:00-23:00 (Jakarta time). **Cadence:** 30/60/90-day targets, weekly written report, monthly strategy review, live Looker Studio dashboard.
- **Stack:** Meta, Google, TikTok, Apple Search Ads, AppsFlyer, Branch, Firebase, GA4, GTM, Looker Studio, n8n.
- **Credentials:** LSPR Jakarta; Google Analytics IQ, Meta Blueprint, TikTok Media Buying; speaker at Marketeers & MySkill. English. USD via Wise/Deel.