SATWIKO VITO WARIS

Head of Digital Marketing | Paid, SEO, Social & CRM

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SUMMARY

Digital marketing leader with **11 years** across agencies, SaaS, fintech and logistics, leading full-funnel programs from paid media to SEO, social, KOL and CRM. Currently owns an **IDR 20+ bn annual paid media budget** at Lion Parcel and leads a team of 6 across paid media, SEO and digital communication. Proven results as a consultant: **69%** lower CAC at HappyFresh, **3.7x** lead KPI at Swarna Spa, **+56%** organic traffic at Bali Bird Park. Builds the measurement foundation (GA4, GTM, MMP, CAPI) that lets every channel be judged on business impact, not vanity metrics.

PROFESSIONAL EXPERIENCE

Lion Parcel **Jakarta, Indonesia**

Digital Marketing Manager (Marketing Lead / Head of Digital scope) Jun 2023 - Present

Lead Lion Parcel's digital marketing across paid, SEO, CRM, social and web for Indonesia and Lion Parcel Malaysia.

Key Contribution & Impact:

- Own an **IDR 20+ bn annual paid media budget** across Google, Meta, TikTok and LinkedIn; achieved **115% of the CPA efficiency target** across all campaigns.
- Cut **cost per agent top-up by 30%** and scaled campaigns to **ROAS of up to 30x**.
- Scaled the SEO content engine from 59 to **102 articles a month** with sessions per article up **39%**, sustaining ~**9M organic sessions a year**.
- Rebuilt the awareness mix around completed-view YouTube buying after proving reach buying did not move the score: unaided brand awareness **65% to 70%** in 2026 (peak 71%).
- Built WhatsApp CRM lifecycle pushes that delivered **25% of the revenue target**; increased retention on hero products by **33%**.
- Cut app customer-acquisition cost per purchase by **34%** month on month (Oct 2026).
- Led social-first planning and paid media for Lion Parcel Malaysia.
- Lead a team of 6 and manage creative, KOL and media agencies.

ShopeePay **Jakarta, Indonesia**

Growth Marketing Campaign Lead Feb 2022 - Jun 2023

Key Contribution & Impact:

- Owned end-to-end in-app campaign strategy with Product, Tech, Ops and Creative; delivered **110% of Average Daily Transactions** target.
- Drove growth of the P2P transfer product through campaigns, KOL collaboration and SEO/online marketing.
- Improved campaign workflow and automation for faster, scalable execution.
- Led and mentored a team of 4.

OnlinePajak **Jakarta, Indonesia**

Digital Marketing Project Manager Feb 2020 - Feb 2022

Key Contribution & Impact:

- Increased user sign-ups by **125%** through integrated SEO, content, social and paid initiatives.
- Led the website revamp with Product, Tech and external partners.
- Built a centralized marketing request and workflow system across departments.
- Managed a team of 11 across SEO, design, social media and interns.

FOXA Digital **Jakarta, Indonesia**

Digital Marketing Consultant (Freelance) Jan 2018 - Feb 2020

- 360° digital marketing plans for brands across paid ads, content, SEO, email, web and CRM. Clients included Sinar Mas, Metaco.gg, FoodStory and Orang Tua Group.

RPX Group (FedEx Licensee) **Jakarta, Indonesia**

Digital Content Marketing Specialist Dec 2017 - Oct 2018

- Ran RPX communication across digital platforms and the #KirimBebasMikir campaign; built partnerships to grow engagement and awareness.

Mirum Digital Agency **Jakarta, Indonesia**

Social Media Officer Dec 2015 - Nov 2017

- Managed social channels for Unilever (Clear, Lifebuoy, Pond's Men), Nokia, Listerine and Multibintang; Clear #PakaiKepalaDingin YouTube web series reached **115% of total KPIs**.

CONSULTING PROJECTS

FOXA Digital **Jakarta, Indonesia**
Digital Marketing Consultant & Partner (Part-time, Project-based) 2024 - Present
Lead digital programs for app, hospitality, F&B and e-commerce clients in Indonesia, Singapore and international markets, across paid media, SEO/AEO, social and CRM.

Key Projects:

HappyFresh (grocery app) Sep 2025 - Aug 2026
- Cut new-user CAC by **69%** in three months; May 2026 record month at **ROAS 9.1x** with new users **+94%**.
- Fixed iOS SKAN tracking and rebuilt Apple Search Ads with Custom Product Pages per keyword group.

Swarna Spa & Wellness (Bali, international tourists) 2026 - Present
- Google PMax delivered **3.7x the lead KPI** at 59% below target cost; Meta click-to-WhatsApp static creatives at a fraction of video cost.
- SEO + AEO: non-branded keywords in Google top 10 **+39%** in two months, AI-assistant traffic **2.7x**, FAQ schema on 56 articles.

Bali Bird Park (tourist attraction) 2025
- Led website SEO (20 articles a month, technical fixes): organic traffic **+56%** month on month.
- As growth consultant to the in-house team, fixed tracking where InitiateCheckout was tagged as Purchase and shaped country-level campaigns; walk-in visitors grew **+73%** and Instagram reach **+776%** during the program.

Pintarnya (job platform) Mar 2026 - Sep 2026
- Meta cost per registration **-68%** after moving tracking to Branch; led an SEO/AEO/GEO audit and repositioned the employer page around blue-collar hiring.

Celesta Nusa Penida (luxury resort, AU/EU/SG/UAE) 2026 - Present
- Multi-country Meta lead program judged on CRM lead quality: Australia at **224%** and Singapore at **169%** of lead KPI; Europe qualified leads **37%** cheaper than Australia.

Balimoon & Alkemal Foods (Singapore) 2025 - 2026
- Balimoon: SEO program of 20 articles a month plus an 18-page bilingual website; 1.79M organic impressions in 2025.
- Alkemal Foods (Singapore): social audit and IG, TikTok and LinkedIn content plans for B2C and HORECA, plus SEO and paid ads.

SELECTED AGENCY WORK (FOXA DIGITAL, 2018 - 2020)

- 360° digital plans, websites, paid social and PR for Mizone, Minute Maid Pulpy, Jotun, Maya, Erigo, Courts, Yamaha Customaxi, Metaco.gg and the FoodStory brands (Lahab Chicken, Chicken Pao, Bowlgogi, Aidon).
- HurricaneXCSR: 10,000+ clicks at 3.5% conversion in a one-month Instagram campaign; Erigo #CreateLegacy: +45% clicks during the 10.10 campaign.

EDUCATION

London School of Public Relations Jakarta **Jakarta, Indonesia**
Bachelor Degree of Communication 2011 - 2015
- Final GPA of 3.19/4.00
- Member of LSPR TV Group; passed the LCCI Examination for English Business Communication (first class).

AWARDS, SPEAKING & CERTIFICATIONS

- Nominee, **LSPR Alumni Summit & Awards 2025** (Keluarga Alumni LSPR) for professional achievement and leadership.
- Winner, **The Innovator** - Lion Parcel internal innovation competition.
- Speaker: Marketeers x Trisakti School of Management (Omnichannel Marketing), Lion Parcel x MySkill (SEO & Content Writing), Sinar Mas Digital Class (SEO), Seller Talks x Tumbuh Bareng 2026 (Digital Marketing Strategy & Meta Ads).
- Certifications: Google Analytics Individual Qualification, Advanced Google Analytics, Meta Ads Blueprint, TikTok Media Buying, YouTube Asset Monetization & Channel Growth.

SKILLS

Core Expertise: Digital Marketing & Brand Strategy, Paid Media, SEO / AEO / GEO, Social Media & KOL, CRM & Customer Lifecycle (WhatsApp, email), Website Optimization, Attribution & Measurement, Content Strategy, Team & Agency Leadership

Tools: Google Ads (UAC, PMax, Search, Demand Gen), Meta Ads & Conversions API, TikTok Ads & GMV Max, Apple Search Ads, LinkedIn Ads, X Ads, Shopee Ads; AppsFlyer, Branch, Firebase, GA4, Google Tag Manager, Looker Studio, SKAdNetwork/AEM; SEMrush, Ahrefs, Google Search Console; HubSpot, Mailchimp, WhatsApp Business API; WordPress, Elementor; n8n, Jira, Trello, Hotjar.

Language: Bahasa Indonesia (Native), English (Professional)