SATWIKO VITO WARIS

Head of Marketing | Brand, Growth & Customer Strategy

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SUMMARY

Marketing leader with **11 years** across multinational brands, agencies, fintech, SaaS and logistics. Leads brand, digital acquisition, CRM and campaigns end to end, and ties every plan to revenue. At Lion Parcel, owns an **IDR 20+ bn annual media budget**, leads a team of 6 and drives WhatsApp CRM that delivers **25% of the revenue target**. As a consultant, has grown brands across Indonesia, Singapore and international tourism markets, from **69%** lower CAC at HappyFresh to **3.7x** the lead KPI at Swarna Spa. Digital-first by background, business-driven by mindset.

PROFESSIONAL EXPERIENCE

Lion Parcel — **Jakarta, Indonesia**

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

Lead digital-led marketing for brand visibility, customer acquisition and retention, partnering with Brand, Retail, Product and Data teams.

Key Contribution & Impact:

- Own an **IDR 20+ bn annual media budget** and the full digital funnel; achieved **115% of the CPA efficiency target** across all campaigns.
- Drove WhatsApp CRM that converted re-engaged customers and delivered **25% of the revenue target**; increased hero-product retention by **33%**.
- Cut **cost per agent top-up by 30%** for the retail agent network and scaled campaigns to **ROAS of up to 30x**.
- Lifted unaided brand awareness from **65% to 70%** in 2026 (peak 71%) by shifting an IDR 11-12 bn yearly awareness budget to completed-view YouTube buying; built the 2027 awareness plan and the Q1 2027 international-shipping campaign.
- Supported Lion Parcel Malaysia's market entry with social-first planning and Google Ads.
- Lead a team of 6 and manage creative, KOL and media agencies; winner of Lion Parcel's internal innovation competition.

ShopeePay — **Jakarta, Indonesia**

Growth Marketing Campaign Lead — Feb 2022 - Jun 2023

Key Contribution & Impact:

- Led large-scale brand and performance campaigns inside the ShopeePay ecosystem; delivered **110% of Average Daily Transactions** target.
- Played a key role in growing the P2P transfer product, aligning Product, Tech, Ops and Creative on one campaign calendar.
- Led and coached a team of 4, building campaign governance and automation.

OnlinePajak — **Jakarta, Indonesia**

Digital Marketing Project Manager — Feb 2020 - Feb 2022

Key Contribution & Impact:

- Grew user sign-ups by **125%** with a full-funnel plan combining brand communication and performance.
- Led the website revamp, aligning brand messaging, UX and conversion goals.
- Built and led a cross-functional team of 11; introduced a centralized marketing workflow.

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
Advise founders and marketing heads on growth strategy, go-to-market and customer acquisition for app, hospitality, real estate and consumer brands in Indonesia and abroad.

Key Projects:

HappyFresh (grocery app) Sep 2025 - Aug 2026
- Presented channel-level CAC analysis to C-level and reset the acquisition strategy: CAC **-69%**, record month **ROAS 9.1x**, new users **+94%**.

Celesta Nusa Penida (luxury resort, AU/EU/SG/UAE) 2026 - Present
- Built a multi-country acquisition program judged on CRM lead quality, with phased budgets that only grow after paid reservations.

Bali Bird Park (tourist attraction) 2025
- Led website SEO and advised the in-house team on a 45-day growth plan by source market; organic traffic **+56%** and walk-in visitors **+73%** during the program.

Bonvie (haircare) 2024 - Present
- Run the yearly marketplace growth strategy across Meta, TikTok Shop and Shopee for three brand lines; Shopee Banner **ROAS up to 107x**.

Pintarnya & Swarna Spa 2026 - Present
- Pintarnya: repositioned the employer offer around blue-collar hiring vs. Jobstreet, KitaLulus and Dealls; registrations **3.6x** after re-tracking.
- Swarna Spa: positioned a Bali wellness brand for international guests; Google PMax **3.7x** the lead KPI.

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: Marketing & Brand Strategy, Go-to-Market, Digital-Led Growth, Campaign Leadership, CRM & Customer Lifecycle, Media & Budget Optimization, Market Entry, Stakeholder & Agency Management, Team Building

Tools: Google & Meta Ads, TikTok, Apple Search Ads, GA4, Looker Studio, AppsFlyer, Branch, HubSpot, WhatsApp Business API, SEMrush, WordPress, Jira

Soft Skills: Presentation, Problem Solving, Stakeholder Management, Strategic Thinking

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