SATWIKO VITO WARIS

Head of Performance Marketing | App Growth, CAC Efficiency & Measurement

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SUMMARY

Performance marketing leader with **11 years** of experience scaling acquisition for logistics, fintech, SaaS, grocery and e-commerce brands. Currently owns an **IDR 20+ bn annual paid media budget** at Lion Parcel and leads a team of 6. As a consultant, cut new-user CAC by **69%** at HappyFresh, cost per registration by **68%** at Pintarnya and cost per lead by **70%** at MPI. Known for a measurement-first approach: fix the tracking (MMP, SKAN, CAPI, offline conversions) before scaling spend, so budget follows real revenue rather than reporting artifacts. Hands-on across Google, Meta, TikTok, Apple Search Ads, AppsFlyer, Branch and Firebase.

PROFESSIONAL EXPERIENCE

Lion Parcel **Jakarta, Indonesia**

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

Own Lion Parcel's end-to-end digital marketing across paid media, SEO, CRM 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, leading channel and budget allocation across the funnel.
- Achieved **115% of the CPA efficiency target** (actual CPA vs. target) across all Lion Parcel campaigns through budget reallocation and channel optimization.
- Cut **cost per agent top-up by 30%** and scaled agent and shipper campaigns to **ROAS of up to 30x**.
- Cut app customer-acquisition **cost per purchase by 34%** month on month (Oct 2026) by shifting budget to the best-converting promo campaigns.
- Built the measurement stack on AppsFlyer, Firebase and Meta Conversions API and standardized metrics on the paid media dashboard.
- Drove WhatsApp CRM pushes that converted re-engaged customers into transactions, delivering **25% of the revenue target**; increased retention on hero products by **33%**.
- Lead a team of 6 across paid media, media buying & analytics, SEO and digital communication.

ShopeePay **Jakarta, Indonesia**

Growth Marketing Campaign Lead Feb 2022 - Jun 2023

Key Contribution & Impact:

- Delivered **110% of Average Daily Transactions** target through tier-based campaign innovations.
- Played a key role in growing the P2P transfer product through in-app campaigns, KOL and online marketing.
- Improved campaign flow and automation, shortening speed-to-market across internal and external channels.
- Led and mentored a team of 4 campaign associates.

OnlinePajak **Jakarta, Indonesia**

Digital Marketing Project Manager Feb 2020 - Feb 2022

Key Contribution & Impact:

- Increased user sign-ups by **125%** through integrated paid and organic acquisition for a SaaS tax platform.
- Led the website revamp with Product, Tech and external partners to lift conversion.
- Built a centralized marketing request and workflow system, improving cross-team efficiency.
- Managed a team of 11 (SEO, design, social, 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
Advise app and e-commerce clients on performance strategy, new-customer CAC efficiency and measurement. Signature approach: audit and fix tracking first (MMP, SKAN/AEM, CAPI, GA4, offline conversions), then rebuild channel mix and bidding, then scale.

Key Projects:

HappyFresh (grocery app) Sep 2025 - Aug 2026
- Cut new-user CAC by **69%** in three months (IDR 1.17M to IDR 362K) across Meta, Google UAC and Apple Search Ads, measured in AppsFlyer.
- Fixed iOS SKAN tracking and moved Google bidding from Firebase to AppsFlyer; Google iOS launched at **ROAS 17.8x**.
- Rebuilt Apple Search Ads with Custom Product Pages per keyword group: CAC **-25%**, ROAS 7.5x to **10.2x**. Record month (May 2026): **ROAS 9.1x**, new users **+94%** on +49% spend.
- Built channel-level CAC decomposition for C-level and flagged Google's CAC drop as an attribution artifact; wrote the Meta Catalog Ads engineering spec (Batch API, CAPI, deep links).

Pintarnya, Smart Buzzer & Boss Rating (job platform; US e-commerce) Mar 2026 - Sep 2026
- Made Branch the single source of truth and re-optimized Meta to Branch events: Meta cost per registration **-68%**, registrations **3.6x** month on month.
- Cut blended cost per submission **41%** in one month; scaled to **99K+ registrations a month** at on-target cost per registration (101% of KPI).
- Audit found uninstall events used as bid signals and 9%-sampled GA4 funnels; built a scenario budget model (scale-up / maintain / scale-down).
- Smart Buzzer (US market): fixed a GA4 vs Meta purchase gap (4 vs 121) and lifted a promo campaign from **ROAS 1.5x to 5.9x** week on week.

Cosmart (grocery app) Mar 2024 - Nov 2024
- Reduced cost per order by **45%** vs. the pre-engagement baseline and weekly cost per unique purchase by **58%**, across Meta app campaigns, catalog and Apple Search Ads.
- Ran Meta vs. AppsFlyer discrepancy analysis and interest/lookalike tests; catalog purchases came in **5x below KPI cost**.

Bonvie (haircare, Shopee & TikTok Shop) 2024 - Present
- Manage multi-brand marketplace ads: Shopee Banner **ROAS 55-107x**, Meta CPAS **ROAS 12-35x**, TikTok GMV Max orders **5.7x** in six months.
- Reallocated GMV Max budget to affiliate creators after proving ~2x the ROI of always-on.

MPI Aesthetic Clinic & Swarna Spa (Bali) 2025 - Present
- MPI: cost per lead **-70%** in six months via follower targeting, KOL testimonial creatives and iOS/Instagram focus.
- Swarna: Google PMax delivered **3.7x the lead KPI** at 59% below target cost; offline conversion import from WhatsApp bookings.

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: Paid Media Strategy & Budget Allocation, App Growth & User Acquisition, CAC/ROAS Optimization, Attribution & Measurement (MMP, SKAN, CAPI), Marketplace Ads, Creative Testing, Scenario Budget Planning, CRM & Lifecycle, 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)