DIMAS B. PRADIPTA



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PROFESSIONAL SUMMARY

Digital Marketing Strategist & Creative Lead with over 10 years of experience driving revenue growth and digital transformation. Expert in navigating crisis situations, proven by generating over **IDR 10 Billion** in combined online revenue during the pandemic for the F&B and Retail sectors. Specialized in 360-degree campaigns (Meta Ads, Google Ads, Content Strategy) that deliver high ROAS. Adept at scaling businesses across Travel, Retail, and Hospitality industries through data-driven consultancy and creative leadership.

PROFESSIONAL EXPERIENCE

BELAIN MEDIA INDONESIA | Jakarta, Indonesia **Agency Lead** | *Jan 2017 – Present*

Lead end-to-end digital consultancy, strategy, and execution for a diverse client portfolio, overseeing creative production, media buying, and performance optimization.

- **Travel & Tourism (Umrah/Hajj) Growth:**
  - **Payung Madinah Tour**: Engineered a funnel (YouTube/Meta Ads) achieving 300+ closed pilgrims/month.
  - **Dream Mecca**: Launched digital campaigns for a startup agency (<1 year), stabilizing sales at 45 closed pilgrims/month.
  - Regional Expansion: Facilitated MKM (Malaysia)'s entry into Indonesia via lead management systems; provided full-spectrum consultancy (Content/Ads/Leads) for Safari Tour and Masirah Tour.

- **Retail Performance Marketing:**
  - **Gino Mariani**: Executed integrated campaigns (YouTube, SEM, CPAS). Achieved ROAS of 6.57 (Spend: IDR 10M) with a Cost Per Purchase of IDR 218K.
  - **Modena**: Managed print and full-page promotions to maximize brand awareness.

- **F&B & Brand Activation:**

  - **Re.juve**: Entrusted with the digital footprint for 190+ Google Business Profile locations. Managed the end-to-end process starting from strategy to content distribution to strengthen local SEO and ensure audiences remained highly engaged across all branches.
  - **Ajwad Resto Kebayoran**: Led creative workflow, outperforming the brand's HQ account in engagement metrics.
  - **Alcor Boga Group (Wayang Bistro & Table Top)**: Managed content production and digital ad consultancy.
  - **Suga & Pepa**: Developed educational Reels strategies for vanilla products.

- **Government:**
    - **BPPPTI (Kominfo)**: Managed mobile online placements and advertorials.

BDOUIN STUDIOS | Dubai, UAE (Remote) **Business Developer & Community Manager** | *Jan 2025 – Jan 2026*

Lead business development and community engagement for Muslim Show Indonesia (Daily Advice Comics) and Awlad School Indonesia (Arabic Learning App), focusing on market penetration and ecosystem building.

- Strategic Brand Activation: Spearheaded offline brand introduction by collaborating with major events like Hijrah Fest (900k+ followers) and Womenfestive. Successfully leveraged support from celebrity figures and their ecosystems, reaching a combined digital audience of 13.9 million followers.
- Key Partnerships: Secured a strategic partnership with AQL Islamic Centre (538k+ digital ecosystem), executing successful on-ground activations for Awlad School Indonesia within their community.
- Community Expansion: Established communication lines and partnerships with key influencers and communities, unlocking a total potential reach of 9 million followers.
- Educational Initiatives: Launched and managed online Arabic classes for beginners, recruiting renowned teachers/graduates from the Islamic University of Madinah.
- Content Strategy: Revitalized Muslim Show Indonesia's social media presence by refreshing copywriting standards and adapting content formats to align with current user behavior and engagement trends.

GAZWAH ENTERPRISE INDONESIA | Jakarta, Indonesia **Marketing Head** | *Oct 2017 – Jun 2023*

Directed marketing operations for 5 business units (Travel, F&B, Retail, WO, Publishing) and Ustadz Khalid Basalamah, spearheading the group's digital pivot during the global crisis.

- **Pandemic Crisis Management (Ajwad Resto):** Led the digital transformation from offline to fully digital (Apr 2020–Dec 2021). Generated **IDR 7 Billion** in online revenue via web & delivery platforms, recovering **80% of pre-pandemic revenue** and ensuring business continuity.
- **E-Commerce Scaling (Ajwad Store):** Optimised online sales channels through agile social media campaigns, generating **IDR 3.3 Billion** in sales—a **>100% increase** compared to previous performance.
- **Integrated Strategy:** Managed advanced media buying (Meta Ads, Google Display/Search/Video) and organic content growth, increasing customer satisfaction by up to 90%.

PT. ESTETIKA PRIMA DUTI UTAMA | Indonesia **Channel Digital and E-Commerce Manager** | *Jul 2016 – Mar 2017*

- **Pioneering Innovation:** Spearheaded the launch of **Indonesia's first online face-to-face consultation service** (via web) for a beauty clinic. Successfully transformed this technological challenge into a key revenue driver by optimizing the **consultation-to-sales funnel**.
- **Digital Transformation:** Managed the end-to-end redevelopment of the website and booking engine, ensuring a seamless mobile-optimized user experience.
- **Strategy:** Forecasted digital budgets and executed SEO/SEM strategies to effectively migrate offline sales to digital channels.

KOMPAS GRAMEDIA (TRIBUNNEWS) | Jakarta, Indonesia **Senior Digital Advertising Executive** | *Sep 2014 – Jul 2016*

- **Campaign Management:** Monitored 20+ daily campaigns, liaising with 30 more clients to meet strict KPIs and budgets.
- **Client Portfolio:** Managed over 30 client projects including **Indomie, United Tractors, Indosat, Lion Air**, and others.

EARLY CAREER

- **Assistant Project Manager** – Gila Media Group (2014)
- **Account Executive** – PT. Sharkcode Indonesia (2012–2014)
    - Managed numerous client campaigns including **XL, Yuasa, and Fastron**.
- **Technical Support / Ticketing Manager** – Gila Media Group (2011–2013)

CORE COMPETENCIES & EDUCATION

- **Expertise:** Digital Strategy (SEO/SEM/SMM), Performance Ads (Meta/Google/CPAS), Crisis Management, Content Production, Web Development Supervision.
- **Education:** Bachelor Degree in Broadcasting, **STIKOM Interstudi** (GPA 3.34).
- **Certifications:** The Power Of Content Marketing (Dewaweb), Powerful Content That Sells (Edvance Y Academy).