

NICKY EMMANUEL SIMANJUNTAK
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A final-year International Relations student at Universitas Airlangga who has developed a specialisation in performance marketing and media buying through practical experience at agencies and digital-based companies. Proficient in various advertising platforms such as Meta Ads, CPAS, Shopee Ads, TikTok Ads, and Google Ads, utilising a data-driven approach. Experienced in devising end-to-end strategies, from audience research and creative brief development, to performance evaluation, to drive measurable outcomes. Combines analytical skills using SEO to drive traffic and sales and copywriting to create relevant, results-oriented advertising content.

EDUCATION

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- Universitas Airlangga (2022 - Now)

SKILLS

Technicals : Search Engine Optimization, Copywriting, Meta Ads, CPAS, Tiktok Ads, Shopee Ads, Google Ads, Trello, Microsoft Offices
Languages : Indonesian, English (ELPT score : 563)

WORKING EXPERIENCES

Lokaworks Agency (January 2026 - March 2026)

Performance Marketing Specialist

- Optimized Meta Ads campaigns through UGC, achieving a 3.80 ROAS and a 2.10% link CTR, and generating a total conversion value of \$643.38 from 11,644 impressions.
- Maximized Plant of Life's total revenue to CA\$961.70 and boosted AOV by 4% to CA\$51.21 through the execution of targeted email marketing campaigns and website product SEO optimization.
- Accelerated Plant of Life's store conversion rate by 15% to reach 1.07% and generated 1,399 total sessions by implementing a strategic customer referral program and performance-based commission incentives.
- Engineered a 201% surge in total revenue for PetPal Foods to CA\$1,436.13 by synchronizing inventory across Shopify and Faire platforms and optimizing website SEO, which simultaneously increased AOV by 22% to CA\$55.74.
- Catalyzed a 144% growth in store conversion rate for PetPal Foods to 1.64% by deploying personalized email marketing campaigns and a referral commission system, successfully driving 1,097 sessions and a 200% increase in completed checkouts.

PT. Restu Agropo Jayamas

(October 2025 - January 2026)

Performance Marketing Internship

- Produced 29 structured creative brief documents over 7 weeks for three key product lines (Raja Red, Raja Gold, Raja Ultimate). Ensured a consistent supply of vertical video ad content for the performance marketing team.
- Designed a tactical media buying strategy with a budget of IDR 500,000 for the December 2025 campaign. Projected 25,000 to 33,000 impressions and 56 to 132 new leads by optimizing the Cost Per Lead to IDR 10,000.
- Developed 5 marketing angles including P.A.S, Gravity Effect, and Social Proof to target 3 specific audience personas. Increased message relevance for the farmer segment aged 28 to 55 years.
- Analyzed technical product data including 13.6 Ton/Ha yield potential and over 81% recovery rate. Translated this data into key emotional benefits to build credibility and overcome market skepticism regarding new varieties.
- Created visual guides and 30 to 60-second video scripts optimized for Facebook and Instagram Reels. Focused on visual hooks in the first 3 seconds to maximize audience retention on Meta platforms.

Kinersia Business Consulting

(October 2025 - January 2026)

Performance Marketing Internship

- Produced 27 video ad briefs consistently over 9 weeks with an average of 3 creative assets per week. Ensured the availability of A/B testing materials for the Meta Ads performance marketing team.
- Designed a full-funnel content strategy allocating 59% to Problem-Aware content for cold traffic acquisition and 30% to Solution-Aware content to increase product consideration.
- Developed 100% of creative assets in vertical video format with an optimal duration of 30 to 60 seconds. Designed these assets to maximize audience retention on Instagram Reels and TikTok.

- Created 27 hook and headline variations targeting business owners. Focused on 3 main pain point categories including team management, business systematization, and recruitment to enhance ad relevance.
- Achieved a 100% completion rate for all weekly tasks on schedule. Ensured a smooth visual production flow for the design and video editing teams without bottlenecks.

PT. Liburania Teknologi Internasional

(July - October 2025)

Performance Marketing Specialist Internship

- Developed over 10 visual copywriting and creative briefs weekly for Instagram ad campaigns. Accelerated design team production efficiency by 30 percent.
- Wrote conversion-based ad scripts for feed and story formats. Increased click-through rates by 15 percent through CTA optimization.
- Collaborated with design and ad teams to ensure 100 percent creative execution accuracy. Met technical standards prior to launch.
- Conducted competitor research on 5 key industry players to identify market gaps. Improved the company's organic growth strategy.
- Formulated strategic recommendation reports that optimized organic content performance. Improved paid ad budget efficiency within 3 months.

PT. Tempat Berkarya Indonesia

(March - June 2025)

KOL Specialist Apprenticeship

- Increased digital campaign visibility by achieving an estimated reach of 735,632. Generated peak brand exposure among target audiences through precise targeting and performance monitoring.
- Built organic audience and brand awareness to 93,400 followers. Increased brand recall and average engagement per post on Instagram with an average estimated reach of 8,681.
- Optimized ad budgets by achieving a lowest actual CPM of IDR 762 and a lowest actual CPV of IDR 1. Delivered 1,000 impressions at minimal cost and maximized views within a limited budget.
- Managed micro-budget allocations and KOL programs with an average rate card of IDR 19,112,610 for Nano-tier KOLs. Collaborated with 165 different KOLs to expand audience segmentation without compromising cost efficiency.
- Analyzed content performance and leveraged seasonal momentum to generate an average estimated reach of 7,018. Launched 113 posts in May to drive interaction surges and provided tactical recommendations for optimization.

HAI Management

(February - May 2025)

KOL Specialist Internship

- Achieved viewership and retention rates exceeding 65% of total followers for all promotional content executed with KOLs.
- Reduced the average cost per post and CPM by 40% to 50% through strategic contract negotiations.
- Managed a KOL and influencer endorsement budget of IDR 1 million. Generated over 50% traffic awareness from Instagram Reels and TikTok video content.
- Structured content calendars to align with KOL publication schedules.

CERTIFICATIONS

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| • Google Ads Specialist Certification | (December 2025) |
| • BNSP Certification of Digital Marketing | (November 2025) |
| • TikTok Ads Specialist Certification | (September 2025) |
| • Meta Ads Specialist Certification | (February 2025) |
| • Influencer and Community Marketing Certification | (January 2025) |