

Darrel Fabian Gunawan

PERFORMANCE MARKETER

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ABOUT ME

I am a structured and results-driven Performance Marketing professional and International Business Administration graduate with a proven track record in scaling brand presence through data-backed organic strategies. With one year of experience, I successfully grew Kretek.Taiwan's audience achieving a **64% increase in total views and an 80% increase in shares by implementing the AIDA framework and customer persona analysis**. At Light Publishing Bookstore, I led content initiatives that drove a **70% increase in sales in the first month and a 52% growth in shares, maintaining high-quality engagement through streamlined workflows and competitor auditing**. Recently completed a Full Stack Digital Marketing bootcamp at RevoU, I specialize in translating complex performance metrics into actionable creative insights—including video editing and graphic design—to optimize Virality Coefficients and Profile Discovery Rates. I am eager to leverage my structured analytical mindset, disciplined approach and meaningful growth in a performance marketing role.

EDUCATION

- **RevoU** Oct, 2025 - Feb, 2026
Full Stack Digital Marketing
A detail-oriented Full Stack Digital Marketing graduate from RevoU with a strong foundation in end-to-end campaign management. Proficient in driving growth through **Meta Ads, & Google Ads** supported by technical expertise in analytical tools such as **Google Analytics 4, Google Tag Manager**, and complement these performance-based skills with a solid command of SEO, content marketing, and social media management. Skilled in analyzing complex metrics to optimize marketing funnels and building systematic workflows. A collaborative team player dedicated to building brands through data-driven strategies and efficient execution
- **Tunghai University** September, 2021 – Jun 2025
Bachelors degree International Business Administration
GPA:3.64
Completed a Bachelor's degree from Tunghai University, with a comprehensive focus on end-to-end business operations, strategic marketing, and cross-functional management.

WORKING EXPERIENCE

- **Light Publishing Bookstore - Social Media Specialist** | [Content bank](#) Jul, 2025 – Now
 - Reshaped brand identity and optimized content through A/B testing while monitoring Virality Coefficient and Engagement Rates.
 - Achieved a 52% increase in total shares and 31% growth in views," by pivoting toward relatable and interactive content formats.
 - Conducted in-depth analysis of audience pain points and internal strengths to develop a data-driven content planning strategy.
 - Secured 20% follower growth and improved profile discovery rate by 0.07%," through precise ideation and video editing.
 - Successfully strengthened community engagement and brand loyalty by maintaining a sustainable interaction rate during rapid account growth.
- **Kretek.Taiwan - Social Media Specialist** | [Content bank](#) Dec, 2024 – Jan, 2026
 - Executed extensive A/B testing on various content formats while analyzing competitor strategies and audience sentiment.
 - Achieved an 80% increase in total shares and 64% growth in views," by identifying and delivering the most effective content styles.
 - Developed and implemented a '360 Content Strategy' to balance relevance, entertainment, and value based on data-driven insights.
 - Optimized account performance across four months, resulting in an 18% boost in Virality Coefficient and a 0.71% rise in profile discovery rate.

Part time experiences

- **ESL English Teacher at Sesame street English Nanjing** Feb2025 - Jun2025
Delivered structured lesson plans to a diverse classroom of students while maintaining an engaging learning environment through effective communication.
- **House keeping at Gallery hotel** Aug2023 - Nov2024
Ensured high-level room cleanliness and presentation standards at Gallery Hotel by applying meticulous attention to detail and efficient time management.
- **Kitchen staff at Running tteoboki** Feb2023 - Jun2023
Executed food preparation and station maintenance at Running Tteokbokki through disciplined adherence to safety protocols and collaborative teamwork.
- **School cleaning staff at Tunghai Univeristy** Oct2022 - Feb2023
Upheld cleanliness standards across Tunghai University campus areas by demonstrating strong reliability and a proactive work ethic in facility care.

PROJECTS

- **Social media ads (RevoU group project)**
 - Pivoted from Advantage+ to manual targeting and implemented audience layering to minimize overlap.
 - Achieved a 71.45% increase in link clicks and a 15.30% reduction in CPC," by reaching higher-precision, active audiences.
 - Replaced meme-style content with educational creatives to sustain the relevancy gap between ads and the landing page.
 - Successfully secured 4 high-quality leads while decreasing CPL by 27.40%," translating high CTR into actual conversions.
 - Executed a full-funnel lead generation strategy, including a high-impact retargeting campaign for warm audiences in the final 48 hours to maximize ROI.
- **Google search ads (RevoU group project)**
 - Refined keyword targeting by switching from Broad to Phrase Match and aggressively filtering irrelevant traffic through negative keywords.
 - Achieved a 24.57% increase in CTR and an 18.05% reduction in CPC," by ensuring high-intent ad placement and reducing wasted spend.
 - Re-optimized the landing page for keyword alignment and faster loading speeds to close the relevancy gap.
 - Boosted CVR by 53.49% and successfully secured 12 high-quality leads," ensuring that traffic translated effectively into conversions.
 - Optimized the overall account efficiency by shifting budget to high-performing location-based campaigns and reducing Cost per Conversion by 60.51%.

TECHNICAL & SOFT SKILLS

- **Technical skill:** Meta ads, Google analytics, Google Search Ads, Unbounce, Mailchimp, Adobe Premiere Pro, Capcut, Adobe after effect, Canva, Google sheets, Google docs, Google slide, Google looker studio
- **Soft skill:** Results-Oriented, Analytical Thinking, Structured & Organized, Creative Problem Solving, Adaptability & Continuous Learning

CERTIFICATION

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|---|-------------|
| • HubSPot Social Media Marketing | 26/Mar/2026 |
| • GoogleSearchAdsCertification | 22/Feb/2026 |
| • GoogleDisplayAdsCertification | 23/Feb/2026 |
| • GoogleAnalytcs4Certification | 21/Feb/2026 |
| • RevoU Full Stack Digital Marketing | 6/Mar/2026 |
| • 2022Marketingmanagement award,Dr. Yevvon Chair of IBA | 12/Dec/2022 |
| • IELTS language proficiency | 27/Dec/2022 |

LANGUAGE

- **Indonesia:** Native
- **English:** Very fluent
- **Chinese:** Basic