

Brian Marrolov Hutapea

Performance Marketing Specialist | Google & Meta Ads | Data-Driven Campaign Optimization

+6287774000966 | brianhutapea@gmail.com
[LinkedIn](#) | [Portfolio](#) | South Tangerang, Indonesia

About Me

I am a digital marketing professional with hands-on experience in managing Google Search and Meta Ads campaigns, backed by strong skills in paid media strategy, campaign optimization, and performance analysis. After 4.5 years producing video content that helped grow a YouTube channel from 400K to 900K+ subscribers, I transitioned into performance marketing with a focus on driving measurable results. I have successfully executed campaigns with strong CTR, CVR, and CPL metrics using tools like Google Ads, Meta Ads Manager, Google Analytics 4, and Looker Studio. My key skills include A/B testing, keyword research, audience targeting, conversion tracking, and strategic budget allocation. I'm passionate about optimizing campaigns in real time and scaling performance through data-driven decision-making.

Working Experiences

Performance Marketing Specialist, Esensi Digital - Full Time

November 2025 – Now

- Managed Google & Meta Ads campaigns for up to 8 clients, handling strategy, optimization, and performance reporting.
- Achieved 40% qualified leads rate and reduced Cost per Lead by 30% through audience targeting, creative testing, and budget optimization.
- Lowered disqualified leads by 30% by implementing lead-quality tracking and pausing underperforming campaigns across Instant Forms and direct WhatsApp channels.
- Identified and fixed website tracking issues, reducing conversion discrepancies from 97% to under 15%.
- Provided creative and performance insights to improve ad effectiveness and overall campaign results.

Video Editing Officer, Grid Network (Gridoto.com, Otomotif, Motorplus) - Full-Time

November 2019 – June 2024

- Produced and edited 5–8 long-form and 8–15 short-form videos monthly for 17 YouTube channels, contributing to consistent brand presence and audience growth.
- Managed Otomotif TV's video content, growing subscribers from 400K to 900K+ and generating an average of 4 million monthly views.
- Enhanced video quality through audio treatment and color grading, leading to higher viewer retention and positive feedback.
- Contributed to content that frequently trended on YouTube, helping boost channel visibility and viewer engagement.
- Collaborated with editorial and marketing teams to align video output with audience preferences (audience targeting).

Video Journalist, CNNIndonesia.com - Internship

March 2018 – June 2018

- Edited 3–5 daily news videos from Reuters and Associated Press, ensuring timely and accurate delivery of content to digital platforms.
- Added subtitles and branded bumpers to improve accessibility and viewer retention across social media and website channels.
- Operated as a videographer for special coverage, capturing visuals for interviews and live events in collaboration with reporters.
- Produced one vox pop video per month based on editorial themes, increasing viewer interaction and demonstrating audience insight — an early foundation for audience targeting and engagement.

Project Experiences

Project Manager - *date.mates*

April - May 2025

- Led a Meta Ads lead generation campaign targeting women aged 25–44 in Bandung, achieving 255 leads (15.91% above Media Plan).
- Developed and executed full-funnel strategy, including audience targeting, messaging, and media planning.
- Launched trend-based video ads with clear offers and conducted A/B testing on creative hooks, improving engagement and click-through rates.
- Achieved a CVR of 48.39% (5.29% above benchmark) through continuous optimization and creative refinement.
- Utilized Meta Advantage+ campaigns with real-time performance tracking, delivering a CPL of Rp7,114 (12.95% better than planned).

- Project Manager - Meta Ads, RevoU Faculty - FSDM**

November 2024
- Led a team to implement targeted social media ad strategies, achieving 7,488 impressions and 5,696 reach, with a 1.96% CTR and 147 link clicks. This improved brand visibility and engagement.
 - Coordinated ad content creation, ensuring brand consistency and engagement, achieving cost-effective results with IDR 50,000 per 1,000 impressions, IDR 2,547 per click, and IDR 187,200 per lead, generating 2-3 form submissions.
 - Utilized AI tools like ChatGPT and Midjourney to maintain cohesive branding across platforms.
 - Managed project timelines, ensuring on-time and within-budget completion. Fostered team collaboration through regular check-ins to adjust strategies and improve performance.
 - Analyzed performance data to optimize campaigns, implementing real-time adjustments that increased engagement metrics and improved conversion rates.

- Project Manager - Google Ads, RevoU Faculty - FSDM**

November 2024
- Led keyword research to align ads with user intent, resulting in 648 impressions and improved targeting.
 - Optimized ad copy and landing pages, leading to a 9.26% CTR, 60 link clicks, and 2 form submission leads, demonstrating increased engagement and interest.
 - Managed Google Ads account, achieving an average spend of IDR 7,751 per click and IDR 232,550 per lead, resulting in a 3.33% conversion rate.
 - Monitored performance continuously, adjusting bids and strategies in real time, optimizing the campaign for cost-effective performance and high return on investment.
 - Used Google Analytics to measure and improve campaign performance, ensuring an efficient ad spend and optimal conversion rates.

Educations

RevoU

September 2024 – January 2025

Score: 95.83%/100%

Full Stack Digital Marketing (*FSDM*)

Completed an intensive digital marketing bootcamp focused on performance marketing, covering Google Ads, Meta Ads Manager, Google Analytics 4 (GA4), Looker Studio, SEO, and content strategy. Gained hands-on experience in paid advertising, keyword research, audience targeting, and campaign optimization.

Univeritas Multimedia Nusantara

September 2014 – November 2019

GPA: 3.31/4.00

Bachelor of Communication Science

Final Project: *The Exotic Tarantula* — A science journalism photo book. Developed strong storytelling, research, and visual communication skills applicable to content and marketing strategy.

Organization Experiences

- Head of Communication and Multimedia, SDA Church Bumi Serpong Damai**

January 2020 – December 2024
- Coordinated multimedia presentations during services, managing camera feeds, song lyrics, and slides, enhancing engagement for both in-person and remote attendees. Collaborated effectively with volunteers to deliver seamless services.
 - Managed sound system operations to ensure optimal audio quality during sermons and events, consistently improving the worship experience, and receiving positive feedback from the congregation for its immersive atmosphere.
 - Facilitated live streaming on Zoom and YouTube, increasing accessibility and expanding participation, which led to higher attendance and a more inclusive worship experience.
 - Communicated key church activities, boosting community engagement and participation, resulting in increased event attendance and a stronger sense of community involvement.

Additional Information

Proficient in video editing software (Premiere Pro, After Effects, CapCut), design tools (Photoshop, Canva), and digital marketing platforms (Google Analytics, Google Ads, Looker Studio, Facebook Ads Manager, YouTube Studio, Ahrefs, Mailchimp, WordPress, Unbounce, Whimsical). Strong in leadership, creativity, attention to detail, adaptability, data-driven decision making, and collaboration, Whimsical), Leadership, Creativity, Attention to Detail, Adaptability, Data-Driven Decision Making, and Collaboration.

Certifications:

1. Mini Course Intro to Digital Marketing issued by RevoU ([Certificate](#))

January 2025
2. Full Stack Digital Marketing issued by RevoU ([Certificate](#))

February 2025