

Raka Putra Pratama

Digital Marketing Practitioner - Performance Marketer

Garut, 20th September 2000 | South Jakarta, Indonesia

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SUMMARY

Hello, I'm a specialist in performance marketing as a key area of digital marketing, combining paid advertising (Ads), content strategy and data analysis to drive sales and revenue growth, spanning in crowdfunding, digital goods, high-ticket leads and retail e-commerce sector.

EDUCATION & LANGUAGES

Universitas Padjadjaran | August 2019 - Feb 2024
Bachelor's degree, History - GPA 3.32

English | TOEFL 400
Indonesia | Native

SKILLS

Performance Marketing: Content Strategy | Paid Ads | Marketing Analytics

Advertising Tools: Meta Ads | TikTok Ads | Google Ads | Marketplace Ads | DV360 | LinkedIn Ads

Analytics Tools: Google Analytics 4 | Google Looker Studio | Google Tag Manager

Creative Tools: CapCut | Canva

FULL TIME WORK EXPERIENCE

PT Mahakarya Adi Indonesia | Performance Marketing Optimizer

Dec 2025 - now | Full time, on site in Central Jakarta

MAI is a multinational company under MicroAd Japan, operating as a branding and advertising agency that provides end-to-end digital marketing campaign services.

- Design mix-funnel advertising strategies through media plans covering budget, objectives, ad placements, and brand positioning to drive performance across multiple ad platforms (Meta Ads, TikTok Ads, Google Ads, LinkedIn Ads & DV360 Ads) based on client needs.
- Manage and optimize day-to-day performance ad operations, including creative testing, audience targeting, bid adjustments, and budget allocation for corporate, brand, NGOs, and government clients across multiple industries.
- Analyzing campaign performance and delivering actionable to data-driven recommendations, using GA4, GTM and pixel to ensure accurate tracking and measurement.

PT Virus Media Investara | Performance Marketing Specialist

Jan 2025 - Dec 2025 | Full time, hybrid in South Jakarta

Placed at WIZ, a creator-enabling startup supporting digital products (webinars, e-learning, e-books, tools, templates) to empower the creator economy.

- Created and operated a comprehensive bottom-funnel strategy across paid ads media engines, driving direct revenue and sales targets while optimizing for ROAS.
- Drove ad performance through aggressive creative experimentation, audience segmentation, bid strategy optimization, and budget reallocation using real-time performance signals, from A/B testing to full-scale campaigns.
- Collaborated cross-functionally with creative, UI/UX, product, and tech teams to optimize the end-to-end conversion and tracking path (pixel + CAPI) from ad exposure to transaction completion.

Achievement:

- Delivered consistent target revenue of IDR 120 million+ per month on tribe or team through optimized paid advertising campaigns, achieving KPIs ROAS 4-5 (benchmark digital product) or equivalent 20-25% marketing cost ratio such as IDR 25-30 million in monthly ad spend.
- Drive 93% digital product sales growth in health education with ROAS ~5x in one month by optimising costs across bottom-funnel metrics: Cost per Add to Cart, Cost per Checkout, Cost per Purchase/Sales and Average Order Value.

PT Fosterian Eskalasi Indonesia | Optimization Lead

Jan 2023 - Dec 2024 | Full time, on site in Bandung

Placed in Beridampak was a social commerce crowdfunding platform initiator for philanthropy society.

- Architected and engineered digital performance architecture, building a scalable performance strategy to drive direct revenue, maximize conversion metrics and optimize bottom-funnel performance.
- Led and commanded a small team while orchestrating creative, optimization and data analysis across paid ads (Meta Ads, TikTok Ads, Google Ads), organic media and influencer channels.
- Accountable for revenue delivery, core KPI metrics, strict marketing cost-control discipline and driving social impact performance campaigns.

Achievement:

- Revenue: generated approximately IDR 1.7 billion in donation value within one year through various digital marketing channels, with ~20% marketing cost ratio allocated in paid media
- Paid Ads: ROAS 7.4x with CPP IDR 1,807, CPC IDR 515 and CPM IDR 17,697, based on an average monthly ad spend of around IDR 35 million.
- Influencer/KOL's: CPV IDR 161 and CPP IDR 8,571.
- Organic media: ER 20%, CTR 59%, and CVR 50%.

PT Fosterian Eskalasi Indonesia | Fundraising and Partnership Staff

Nov 2021 - Dec 2022 | Full time, on site in Bandung

Placed at Call To Action Indonesia is an NGOs that works on the poverty, hunger and disaster aspects.

- Fundraised through digital campaigns (content, social media, news media, influencers/KOLs) and program partnerships (corporations/CSR, communities, stakeholders) to secure donations and program support.
- Built and maintained strong relationships with donors to ensure long-term engagement and trust.

Achievement:

- Raised funds IDR 450 million donations in one year which give impact for beneficiaries.
- Deal partnership with Radar Bandung, Paxel and Media Indonesia

OTHER WORK EXPERIENCE

PT Mitra Cipta Kreatika | Digital Strategist

Feb 2026 - now | Freelance, remote from South Jakarta

Manage digital ads strategy for Mazda, BPJS Kesehatan and Agung Toyota to drive traffic and qualified leads. Managing monthly ad spend up to IDR 50M to drive qualified leads and traffic; achieved CPL below IDR 50K for Mazda (IDR 30M/month budget) and maintained CPC below IDR 400 for BPJS Kesehatan (~IDR 50M/month) through data-driven targeting, funnel optimization, and tracking.

PT Mega Medika Teknologi | Performance Digital Marketing

Aug 2025 - now | Freelance, remote from South Jakarta

Managed Meta and Google Ads for SmileWorks, a premium dental clinic in Jakarta, generating leads at IDR 70K-80K CPSQL, converting dozens of patients monthly through CRM follow-ups, treatment costs range IDR 3-50M from just IDR 10–15M/month ad spend.

PT Lemilion Digital Progresia | Performance Marketing Specialist

Jun 2025 - Aug 2025 | Freelance, remote from South Jakarta

Managed digital paid advertising (Meta Ads, TikTok Ads & marketplace ads) campaigns for FMCG, fashion and beauty brands on Shopee, Tokopedia and TikTok Shop, increasing FMCG clients' monthly GMV from IDR 250 to 340 millions with ROAS 8x or ~12% cost ratio.

SPEAKER & MENTORSHIP EXPERIENCE

PT Labs Bizent Inovasia | Speaker & Mentor – Meta Ads Fundamentals

Oct 24, 2025 - on site, South Jakarta

Delivered training and mentorship on Meta Ads fundamentals for digital products, focusing on core advertising concepts, campaign structure, targeting logic, and basic performance optimization.