



Gerardus Hatsanto

Dynamic digital marketing manager with over 16 years of experience in the advertising industry, spanning creative design to digital strategy leadership. Highly skilled in paid media management, social media strategy, and digital campaign optimization. Proven success in managing cross-functional teams, executing performance-driven campaigns, and achieving measurable growth for top-tier brands and government clients.

+6281286999839 rardo.hatsanto@gmail.com gerardus hatsanto

Professional Experience

- Digital Marketing Manager**
Fuse Lab – Digital Agency | May 2024 – August 2025

Lead daily digital marketing operations, from client strategy development to campaign execution. Manage paid advertising across social media, Google Ads, and digital publisher networks. Develop integrated digital strategies to align with clients’ business goals. Represent the agency in client pitches and partnership meetings.
Key Clients: Injourney Indonesia, Injourney Airports, Bank Indonesia, Meta Indonesia, Intudo VC, Kemenparekraf.
- Head of Digital Media Placement**
Think.Web – Digital Agency | Jan 2023 – Apr 2024

Directed strategic planning and execution of digital media campaigns to meet performance KPIs. Managed and mentored a team of digital planners and campaign specialists. Oversaw data analysis, media optimization, and reporting processes.
Key Clients: Merck Indonesia, Merck Philippines, Asuransi Tugu, UNICEF, Ministry of Finance (Kemenkeu RI).
- Digital Media Specialist**
Trys – Digital Agency | May 2021 – Dec 2022

Planned, executed, and optimized digital ad campaigns across multiple platforms. Analyzed campaign performance and provided actionable insights to improve ROI.
Key Clients: Dell Indonesia, MLD SPOT, Pokka, Julies, Pepero, Karihome, Konilife, Combiphar, Indonesia Ion Drink, Get My Store, Moduit Investing App.
- Digital Marketing Manager**
De’Xandra Indonesia – Malaysian Perfume Brand | Sep 2020 – Apr 2021

Managed paid media campaigns across social media, Google SEM, and e-commerce platforms. Designed and optimized landing pages to increase distributor and reseller conversions. Ensured all digital content aligned with the company’s marketing and branding objectives.
- Head of Digital Media Planner**
Think.Web – Digital Agency | Feb 2020 – Aug 2020

Oversaw the development of digital media strategies and ensured team performance met KPIs. Provided strategic recommendations for client campaigns and partnerships.
Key Clients: Aqua Japan, Mandiri Taspen, Sekolah.mu (Prakerja Campaign), Jesscool, Neurobion, Yayasan BUMN.
- Digital Media Planner**
Think.Web – Digital Agency | Apr 2018 – Jan 2020

Developed and managed end-to-end digital advertising campaigns. Conducted data-driven optimizations and delivered detailed monthly and annual reports.
Key Clients: Sequis Life, Aqua Japan, Relaxa, Timezone, Izzi, Cariustadz.com
- Sr Graphic Designer**
Think.Web – Digital Agency | Apr 2016 – Jan 2018
- Sr Graphic Designer**
Infinia – Graphic Design Agency | Jan 2012 – Mar 2016
- Sr Graphic Designer**
Komunikasia Cato Partners | Oktober 2012 – Des 2012
- Jr Graphic Designer**
Gambaran Brand Indonesia | Oktober 2009 – September 2012

Skills

- Digital Advertising Platforms: Meta Ads, Google Ads, Youtube Ads, TikTok Ads, Linkedin Ads.
- Marketplace platform: Tokopedia & TikTok Ads, Shopee Ads, Affiliate program.
- Analytics Tools: Meta Business Suite, Google Analytics, Data Studio, Fanpage Karma, Sprout Social.
- Strategy & Management: Digital Media Planning, Campaign Optimization, Client Relations, Team Leadership.
- Social media growth hack : Youtube : monetize channel in 4 months, Instagram : Get 50k followers by organic content.
- Creative: Graphic design, videography, capcut video editing.

Training & Courses

- YouTube Algorithm 2025 Webinar
- TikTok Seller 2025 Webinar
- TikTok - How to Optimze GMV Max Ads 2025
- TikTok Agencies Bootcamp 2022
- Facebook Agencies Training 2018
- Google Mobile Leadership 2015
- Google AdWords Advanced 2015

Education

- **InterStudi Jakarta**
Associate degree in Advertising (GPA 3,34)
2007 - 2011