

# MARIA REGINA

## 360 Marketing Specialist | Strategy • Brand Building • Digital Growth

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Agile Marketing enthusiast with 6+ years driving full-funnel growth and brand building across fintech, e-commerce, and tech. Proven record of launching go-to-market campaigns that hit 100%+ sales targets, scaling influencer and partnership channels to deliver 40%+ of revenue, and optimizing multi-million-IDR budgets for ROI gains of 25%+. Expert in digital marketing (SEO/SEM, paid media, social), content storytelling, and data-driven strategy that accelerates acquisition and retention.

### Work Experiences

#### BukuWarung - Jakarta, Indonesia

Jul 2024 - Present

##### Project Marketing Specialist

- Designed and executed go-to-market campaigns (digital ads, social, TikTok Live, in-store) achieving 100%+ of monthly sales targets for EDC Saku.
- Built and scaled an influencer & affiliate network (100+ KOLs, 90% retention) generating 40%+ of total product revenue and reducing acquisition cost.
- Optimized annual marketing budget, reallocating spend to high-ROI channels and increasing campaign efficiency by 5-7% monthly.
- Implemented social listening & brand sentiment analysis, improving positive brand mentions by +20% YoY and informing messaging.
- Partnered cross-functionally with product and sales teams to refine merchant acquisition funnels.

#### PT Andritz Hydro - Jakarta, Indonesia

Nov 2023 - Aug 2024

##### Marketing Communications Manager

- Led regional marketing strategy & brand positioning across 6 markets, aligning with global HQ to unify messaging.
- Produced storytelling content & thought leadership (articles, video, LinkedIn) growing followers +40% and engagement 5x.
- Directed PR & media relations, securing 30% more earned media visibility and strengthening corporate reputation.
- Planned and delivered large-scale events (IHA Southeast Asia Office launch, World Water Forum) generating qualified B2B leads.
- Managed multi-million-IDR budgets and agency partnerships to deliver cost-efficient, on-time campaigns.

#### Laku6 (Carousell Group) - Jakarta, Indonesia

Jul 2023 - Sep 2023

##### Senior Marketing Associate

- Launched and optimized performance marketing campaigns (Meta Ads, Google Ads, TikTok Ads) boosting CTR by 50% and cutting CAC by 25% QoQ.
- Scaled TikTok Live Shopping to IDR 1B+/month in 90 days via influencer collaborations and agile promos.
- Expanded marketplace presence (Tokopedia & Shopee) driving 30% MoM sales growth with targeted positioning.
- Managed monthly marketing budget, reallocating spend based on performance analytics to improve ROI.

#### Pashouses - Jakarta, Indonesia

Mar 2022 - Jul 2023

##### Product Marketing Executive

- Executed OOH & offline activations raising brand awareness +35% and achieving 5% lead-to-sale conversion.
- Created brand guideline & seller playbook, ensuring consistent communication across 100+ marketing assets.
- Grew early social community from 0 → 1.7K+ in 3 months, driving first adopters and engagement.
- Supervised team of 4 and external agencies to deliver campaigns on time and within budget.

#### Glints - Jakarta, Indonesia

May 2021 - Mar 2022

##### Community Associate for Glints Expertclass

- Planned and executed 7+ educational webinars/month, exceeding ticket sales 15%+ MoM.
- Partnered with brands (Bosch, MIND ID, TrueID) attracting 3K+ participants/quarter through co-hosted events.
- Raised learner satisfaction (CSAT +18%) by tailoring content and upgrading speaker quality.
- Coordinated cross-functional marketing, ops, and content teams to deliver programs 100% on time.

## Education Level

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**Politeknik Pariwisata Bali - Bali, Indonesia**

Sep 2020 - Jan 2023

*Masters Degree in Applied Tourism Management, 3.91/4.00*

**Universitas Presiden - Cikarang, Indonesia**

Aug 2016 - Jan 2020

*Bachelor Degree in Communications Studies, 3.54/4.00*

- Global Campaign Manager, AIESEC International
- Revenue Volunteer for The 18th Jakarta-Palembang Asian Games 2018
- Presenter of the ASEAN PR Conference (APRC 2019)

## Technical & Marketing Skills

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Go-to-Market Planning • SEO/SEM • Paid Media (Meta Ads, Google Ads, TikTok Ads) • Social Media Strategy • Content Marketing & Storytelling • CRM & Marketing Automation (HubSpot, Mailchimp) • Influencer & Affiliate Marketing • Event & Activation Marketing • Brand Sentiment Analysis • Data Analytics & A/B Testing • Project Management

## Speaking & Mentoring

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Mentor – Deals Job (2023) | Guest Lecturer – President University (Digital Brand Campaigns & Public Speaking) | Speaker/Trainer – AIESEC, Marketing & Growth for SMEs