

PORTFOLIO

Meizy Ardea Saputra

A digital, media & e-commerce expert

 [Meizy Ardea Saputra](#)



Paid Social (Meta) – Buying & Planning Professional

The screenshot displays the Facebook Ads Manager interface. On the left, a list of campaigns is shown with columns for 'Off/On' status, 'Campaign' name, and 'Delivery' status. The 'New Traffic campaign' is highlighted in green and marked as 'In draft'. Other campaigns include 'HBCARE_Vaseline_Van-Gogh-(Vaseline)-CN0...', 'HBCARE_Vaseline_Vendetta-(Vaseline)-CN00...', 'Vendetta DIVA-Cell2', 'Van Gogh DIVA-Cell 2', 'Vendetta DIVA-Cell1', 'Van Gogh DIVA-Cell 1', and several 'Canceled' campaigns. At the bottom of the list, it says 'Results from 43 campaigns'. The right side of the image shows the configuration page for the 'New Traffic campaign'. It includes fields for 'Campaign name' (set to 'New Traffic campaign'), 'Special ad categories' (with a note to declare if related to credit, employment, etc.), 'Categories' (set to 'No categories declared'), 'Collaborative ads' (turned off), 'Campaign details' (Buying type: Auction, Campaign objective: Traffic), 'A/B test' (Create A/B test button), and 'Campaign budget optimisation' (turned off).

FACEBOOK

**410-101 Meta Certified Media Buying Professional
Notice of Exam Results**

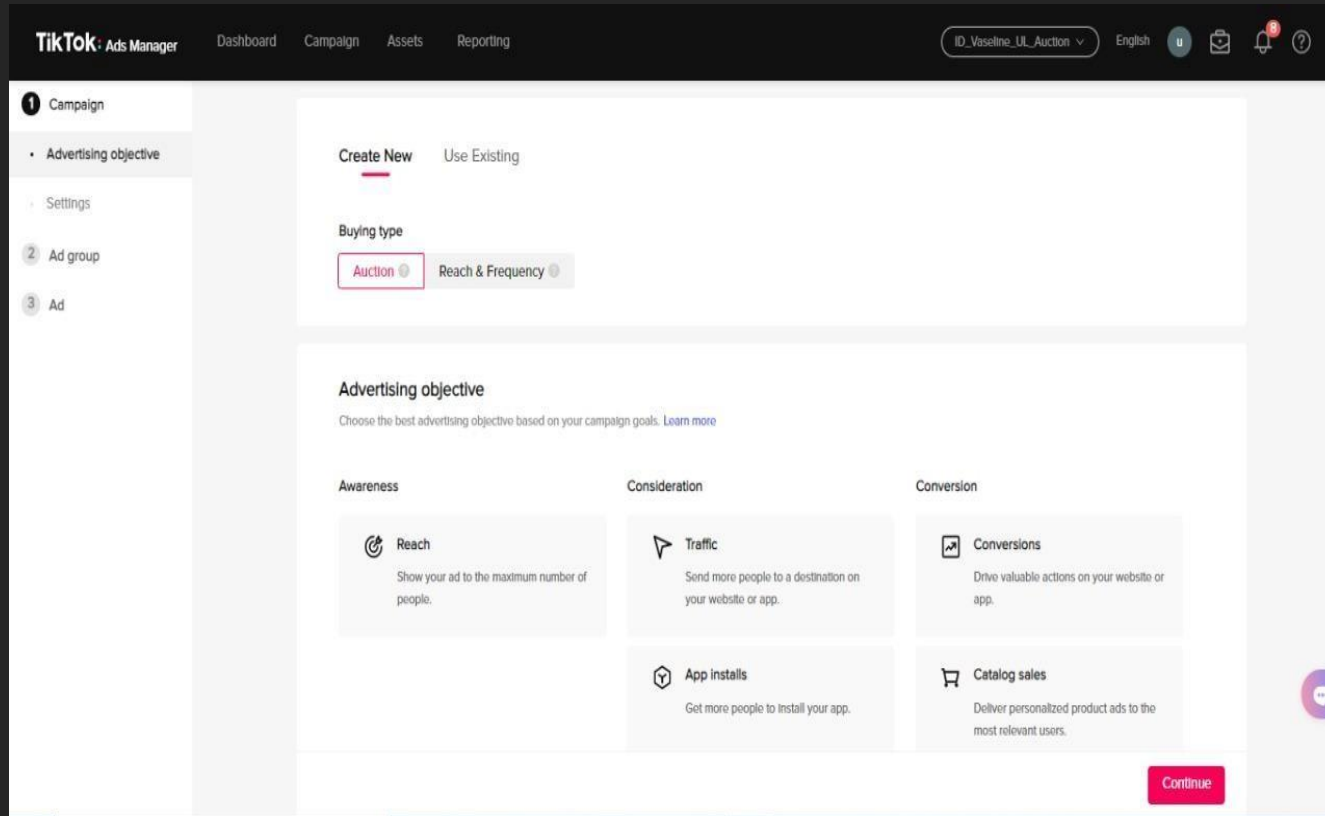
Candidate: Meizy Saputra	Exam: Meta Certified Media Buying Professional
Candidate ID: CF00771709	Exam Date: 2023-Mar-22
Testing ID: 292488531	Exam ID: 410-101
Exam Registration ID (unique for each sitting): 445019510	
Passing Score: 700	Candidate Score: 744
Candidate Pass/Fail Outcome: PASS	

FACEBOOK

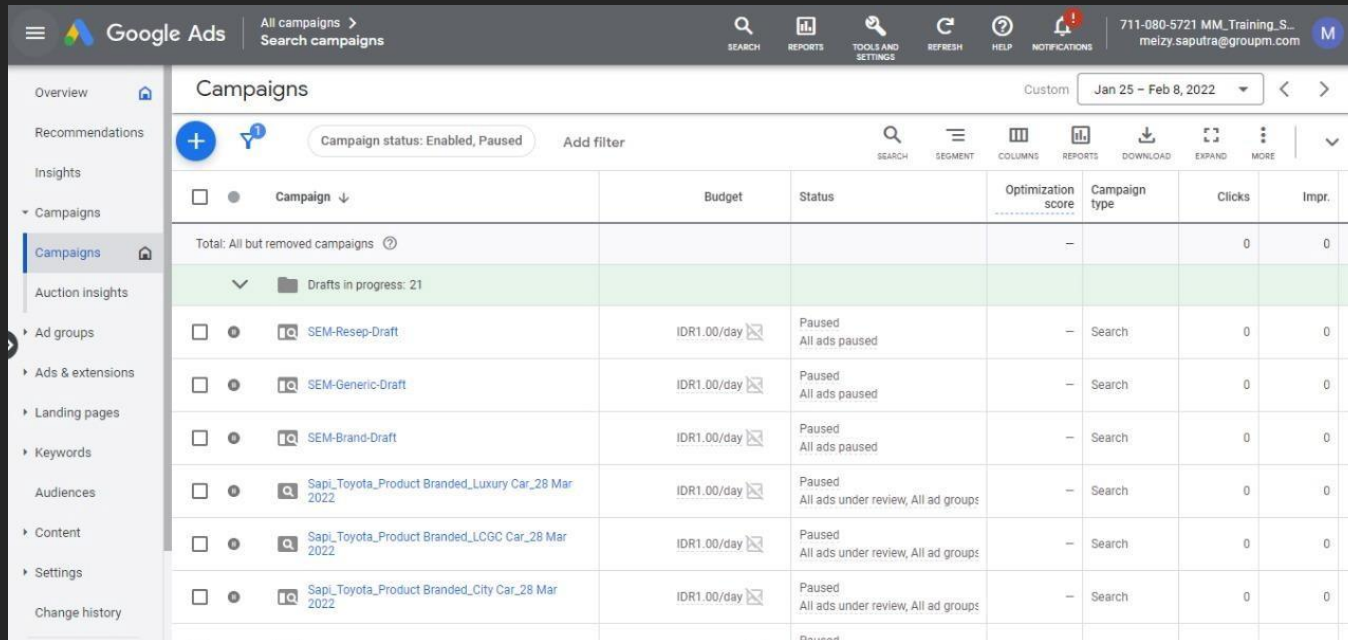
**400-101 Meta Certified Media Planning Professional
Notice of Exam Results**

Candidate: Meizy Saputra	Exam: Meta Certified Media Planning Professional
Candidate ID: CF00771709	Exam Date: 2023-Mar-29
Testing ID: 292488531	Exam ID: 400-101
Exam Registration ID (unique for each sitting): 445518067	
Passing Score: 700	Candidate Score: 753
Candidate Pass/Fail Outcome: PASS	

Paid Social (TikTok) – Buying & Planning Professional



Paid Search (Google) - Buying & Planning



The screenshot shows the Google Ads 'Campaigns' page. The interface includes a top navigation bar with the Google Ads logo, account name 'meizy.saputra@groupm.com', and various utility icons. A left sidebar contains navigation options like Overview, Recommendations, Insights, Campaigns, Auction insights, Ad groups, Ads & extensions, Landing pages, Keywords, Audiences, Content, and Settings. The main content area displays a table of campaigns with columns for Campaign, Budget, Status, Optimization score, Campaign type, Clicks, and Impr. A filter for 'Campaign status: Enabled, Paused' is applied. The table shows several campaigns, most of which are 'Paused' with a budget of 'IDR1.00/day'. A green banner at the top of the table indicates 'Drafts in progress: 21'.

Campaign	Budget	Status	Optimization score	Campaign type	Clicks	Impr.
Total: All but removed campaigns						
Drafts in progress: 21						
SEM-Resep-Draft	IDR1.00/day	Paused All ads paused	-	Search	0	0
SEM-Generic-Draft	IDR1.00/day	Paused All ads paused	-	Search	0	0
SEM-Brand-Draft	IDR1.00/day	Paused All ads paused	-	Search	0	0
Sapi_Toyota_Product Branded_Luxury Car_28 Mar 2022	IDR1.00/day	Paused All ads under review, All ad groups	-	Search	0	0
Sapi_Toyota_Product Branded_LCGC Car_28 Mar 2022	IDR1.00/day	Paused All ads under review, All ad groups	-	Search	0	0
Sapi_Toyota_Product Branded_City Car_28 Mar 2022	IDR1.00/day	Paused All ads under review, All ad groups	-	Search	0	0



Programmatic - Google Ads & DV360 Buying

Google Ads | New campaign

SEARCH REPORTS TOOLS AND SETTINGS HELP NOTIFICATIONS 562-832-7497 D Jazz Indonesia meizy.saputra@groupm.com

General settings

Type: Video campaign Goal: Brand awareness and reach

Campaign name

Video Efficient reach - 2022-07-11 34 / 128

Bid strategy Target CPM

Budget and dates

Budget type Campaign total

Budget amount IDR

Campaign total budget represents your total spend for the duration of the campaign. You must schedule an end date for the campaign. [Learn more](#)

Campaign estimates

Available impressions

To see your available impressions, enter an end date

- End date

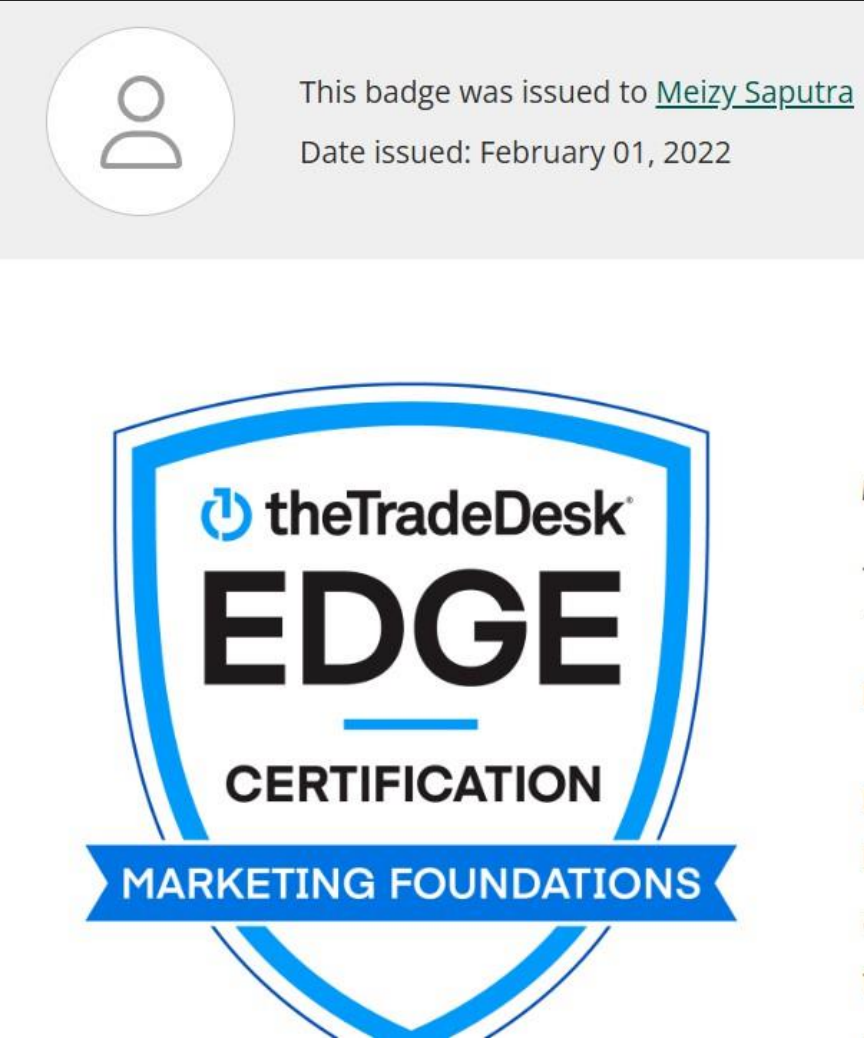
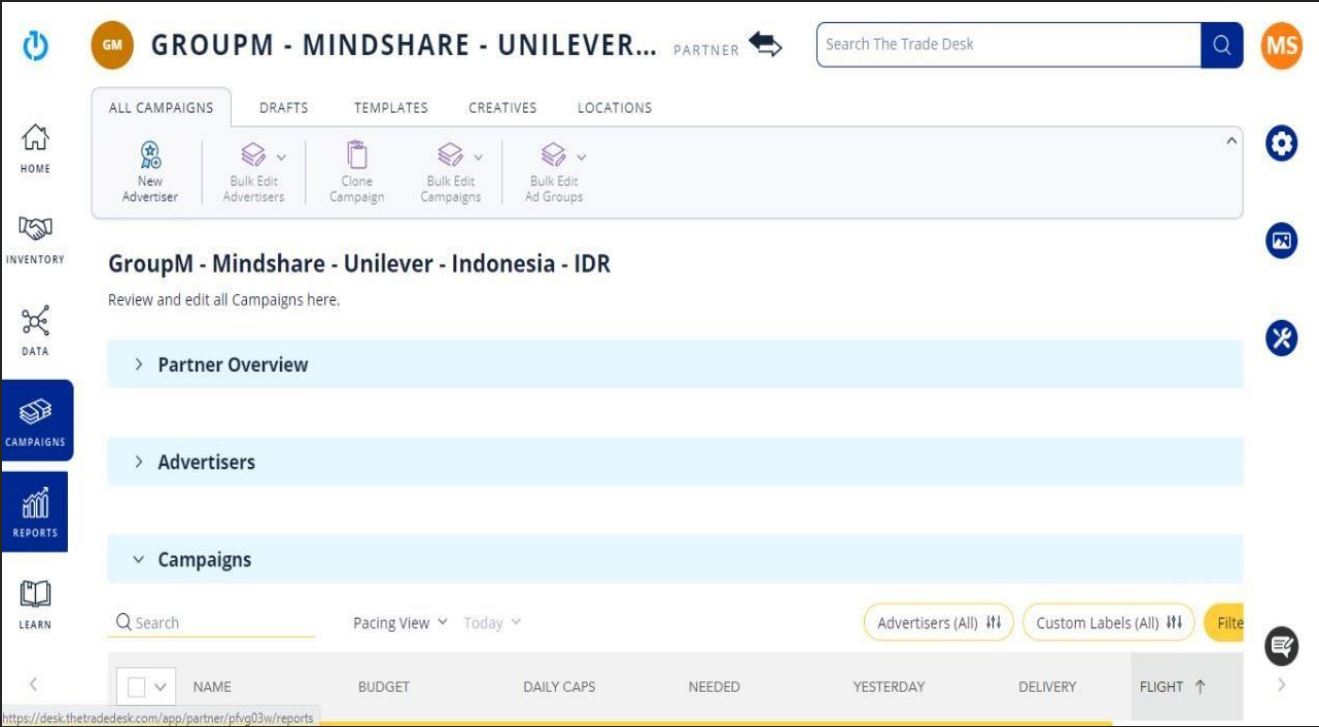
Your estimated performance

To see your estimated performance, enter the following settings:

- Budget
- End date
- Bid
- Video ad



Programmatic - The Trade Desk



Digital Measurement & Analytics - Google CM360, AppsFlyer, & DoubleVerify



Campaign Manager 360

ULID c/o GroupM ID - CM360 - APAC

All campaigns

New Status

1-32 of 32

All Selected (0) Status Active Search items...

Sheet status	Name	Status	Advertiser	Advertiser group	Start date
Change log	Dazzle-(Dove)-CN003349_Prec_SKNCLN_AwaCons_ID329	Active	Dove_Soap		09/04/2023
	Dalisay-(Dove)-CN002378_SKNCLN_AwaCons_ID3079	Active	Dove_Soap		08/11/2023
Admin	Baymax-CN004916_Prec_TOOTH_P_AwaCons_ID3289_NA	Active	Pepsodent_BN28-PepsodentCore-Oral	Pepsodent	07/24/2023
	Troye (Archived) 30046872	Active	Close-Up_BN08-CloseUpEverfresh-Ora	Close-Up	06/01/2023
	camp_set_sam 30044274	Active	Advertiser_Tesi_Shly		06/01/2023
	Troye-(Cup)-CN004690_Prec_TOOTH_P_AwaCons_ID3264	Active	Close-Up_BN08-CloseUpEverfresh-Ora	Close-Up	06/01/2023
	Columbus-(Lifebuoy)-CN004579_Prec_SKNCLN_AwaCons	Active	Lifebuoy_BN21-LifebuoyCore-SkinClea	Lifebuoy	06/01/2023
	Rojo-(Smile)-CN003579_Prec_TOOTH_ID3094 NA 30015	Active	Pepsodent_BN28-PepsodentCore+Nor	Pepsodent	06/01/2023

DoubleVerify Pinnacle

Welcome IQ Blueprint Analytics Resources Logout

1 Campaign Details 2 Contacts 3 Campaign Partners 4 Campaign Services 5 Finished

Campaign Details

Select Advertiser and Account Manager

Advertiser Name * Required

Account Manager * Required

Enter Campaign Details

Campaign Name * Required

Digital Measurement & Analytics - GA4



This acknowledges that
Meizy Saputra

Has successfully completed and is certified in
Google Analytics Certification

Issue Date: July 27, 2025
Expiry Date: July 27, 2026
Certificate ID: 156246617



This acknowledges that
Meizy Saputra

has successfully completed
Dive Deeper into GA4 Data and Reports

Date of Completion: July 19, 2025

Certificate ID: 57183 155551457



This acknowledges that
Meizy Saputra


has successfully completed
Use GA4 with other Tools and Data Sources

Date of Completion: July 20, 2025

Certificate ID: 57183 155586821

Marketplaces & Stock Management

← ID 2025 TikTok Shop & Tokopedia | Gajian Sale Desember



Voucher Boost - TikTok Shop & Tokopedia | Gajian Sale Desember

Tanggal Campaign: 00:00:00 25/09/2025 (GMT+7) - 07:00:00 05/04/2026 (GMT+7)
 Pendaftaran berakhir pada : 07:00:00 27/12/2025 (GMT+7)

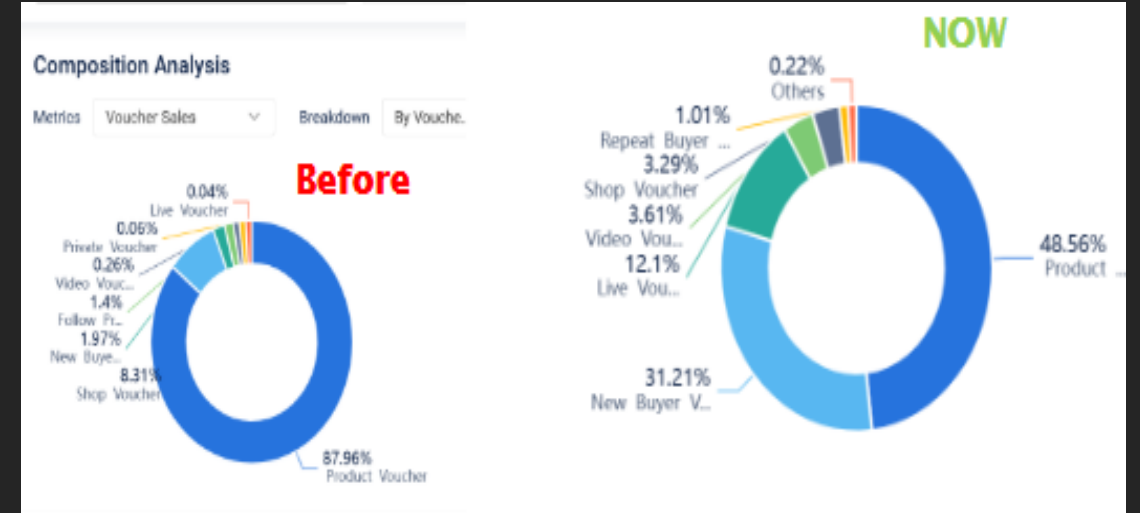
Diundang Menunggu tinjauan penjual Brands Crazy Deal

[Tambahkan produk](#)

Menunggu tinjauan penjual **Produk campaign** Detail Campaign [Buat iklan](#)

Semua 93 Sedang ditinjau 0 Disetujui 90 Terjadwal 90 Ditolak 0 Berakhir 3 Permohonan mundur sedang ditinjau 0


ID Produk



Master SKU: IGS5P-60GR-03 Warehouse Name: WH01NP-GUDAN...

Third Party Warehouse Push Status: [Search](#) [Clear](#)

All 1 Sold Out 0 Stock Warning 0 Have Order, No Stock 0 Not Inbound 0

Image&Name	Average Purchase Price	Warehouse	Spare	Locked	Promotion
 Animate Instant Glow Sunscreen 5 Protection 60 gr Extract M... MSKU: IGS5P-60GR-03 Variant Name: - Bind: 16 Variations	Rp 0	4829 Sync Stock	0	517	0

Mendapatkan Member Selamat! Performa Member Baru-mu telah **meningkat sebesar 1%**!

👍 Performa Baik

Konversi Member Selamat! Performa Persentase Konversi Member-mu telah **meningkat sebesar 9%**!

👍 Performa Baik

Pembelian Kembali Member Selamat! Performa Persentase Pembelian Kembali Member-mu telah **meningkat sebesar 3%**!

👍 Performa Baik

Dynamic Creative Optimization - Contextual Content Targeting (JIVOX)

The screenshot shows the Jivox dashboard interface. On the left is a navigation menu with options: Home, Ads, Campaigns (selected), Campaigns, Data Pixels, Campaign Approvals, Media Plan, Reporting, Downloads, and Support. The main content area shows the path: All Accounts >> Campaigns >> Edit Campaign. The campaign name is "Sunsilk_ID - Edit Campaign - Sunsilk BlackShine Social July 2022_Updated". There are three campaign type options: "Dynamic Campaign" (checked), "Single Campaign", and "Group Campaign". Below these is a "Dynamic Campaign - Configure Personalization Map" section with a "Creative Master" dropdown set to "Sunsilk BlackShine Social July 2022". A row of tabs includes "Manage Segments", "Manage Assets", "Manage Social", "Manage Native", "Optimization", and "Configuration". At the bottom, a "Decision Map" section lists "Data Signal", "Property", "Asset Source", "Map Assets", and "Options".

This section displays three dynamic ads for Sunsilk hair care products, each triggered by a different weather condition. The ads are presented as social media posts from "Sunsilk" with a "Sponsored" label. Each ad features a woman with long hair and a product shot of a Sunsilk hair care bottle. The ad copy is personalized based on the weather:

- Windy:** "Rambutmu kusam & kusut karena angin? Kembalikan kilau rambut hitammu dengan Sunsilk Activ-Infusion!"
- Sunny:** "Rambutmu merah & kusam karena panas matahari? Kembalikan kilau rambut hitammu dengan Sunsilk Activ-Infusion!"
- Default:** "Rambutmu kusam karena polusi? Kembalikan kilau rambut hitammu dengan Sunsilk Activ-Infusion!"

Each ad includes a "Learn more" button and engagement metrics (likes, comments, shares). Below the ads, a "DATA TRIGGERS" section shows "Audience segment" and "Weather" as the triggers used for the dynamic content targeting.

Project Management & Audit - WRIKE

Navigation: MDS-IDO-GMS > ... > MDS-IDO-UNILEVER INDONESIA PT > Unilever Testing Campaign

Search: Search

Unilever Testing Campaign

View: List | Board | Table | Gantt Chart

Filters: All active tasks | By Priority | Expand/Collapse

Task Category*	Importance	Name	Assignee	Status
1		Unilever Testing Campaign		Brief In
2	Briefing	01. CDT Reviews Implementation Brief		New
3		Paid Social		New
20		Paid Search (Google Ads - Display / Youtube)		New

McKinsey Forward Program 2025 - Leadership, Future Works

McKinsey.org



Congratulations

Meizy Ardea Saputra

for completing

McKinsey.org Forward Program

Dec 10, 2025

Professional Performance Summary



400+ Bio IDR

More than 400 billion rupiahs of achieved annual GMV as the end result of the full-funnel campaigns



35+ Brand

Managing campaigns for multiple brands & products from local to top global names



75+ Bio IDR

More than 75 billion rupiahs of annual media investment (ads) have been managed, operated & optimized



99% - KPI

Last operational & performance excellence audit score by PwC & MediaSense, marks globally highest score in three consecutive years for GroupM - Unilever (2023, 2024, 2025)

Professional Awards & Achievements - Individual & Team



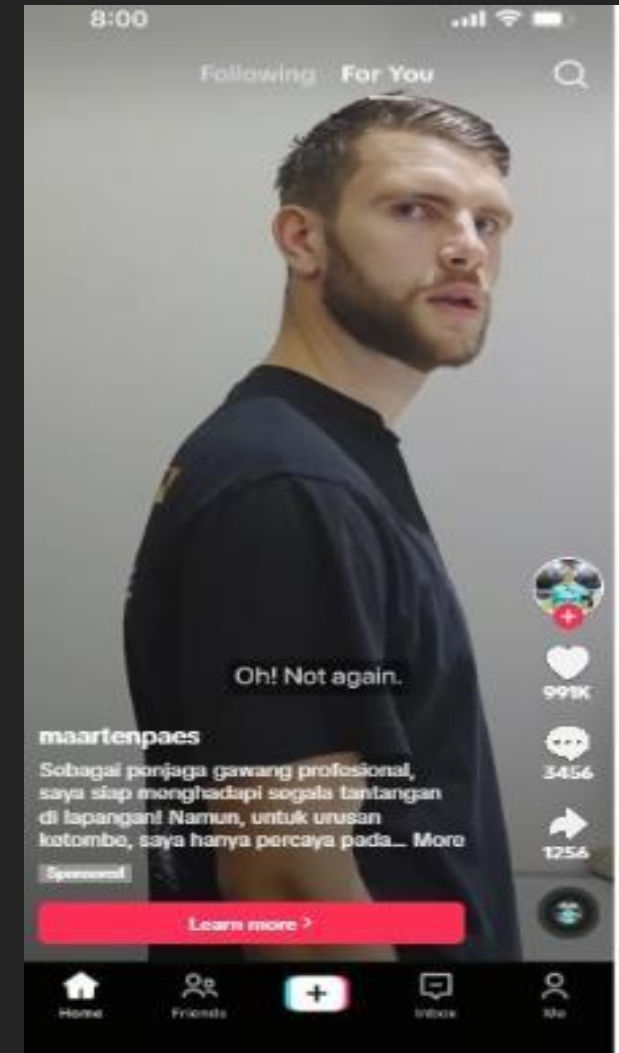
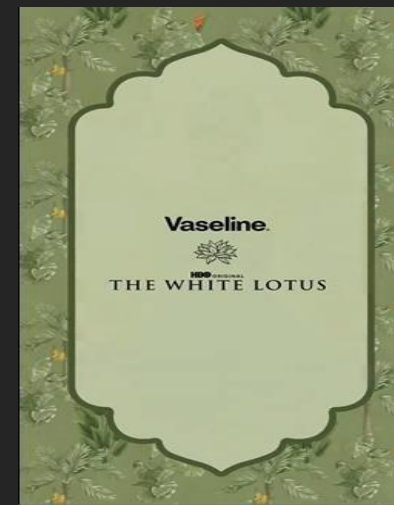
Digital Branding Campaign - Strategy & Activation Support

Dove's Self-Love Drive: Celebrity & Influencers

Indonesian women feel pressured to look certain way through the portrayal of perfect undergarments, especially in the media.

Unilever and Mindshare &
Ogilvy / Mindshare for

DOVE'S SELF-LOVE DRIVE: CELEBRITY & INFLUENCERS



UGC's x Content Creators/Affiliators at Scale : Digital Activation Support

Sunsilk Creator Academy
Sponsored
1883 videos
Add to Favorites

Mau jadi content creator sekaligus langsung dapat rabasia sukses dari creator TIKTok ternama? Yuk ikuti challenge #SunsilkCreatorAcademy dan dapatkan juga hadiah senilai total puluhan juta rupiah!

Cek syarat & ketentuan pada link di bawah ini!

Syarat & Ketentuan

Use this effect

This screenshot shows the SunsilK Creator Academy page. It features a yellow header with the SunsilK logo and the text 'Sunsilk Creator Academy'. Below the header, there is a sponsored section with a video thumbnail and a call to action 'Add to Favorites'. The main content area contains a promotional text in Indonesian, a link to 'Syarat & Ketentuan' (Terms & Conditions), and a grid of video thumbnails. A prominent pink button at the bottom says 'Use this effect'.

#CLEARYourHeadKetombeChallenge
Sponsored clearindonesia
3,1B views
Dapatkan CLEAR Disini

Yuk Sikat habis stress dan ketombe kamu dengan ikutan #CLEARYourHeadKetombeChallenge dan kamu berkesempatan untuk memenangkan hadiah menarik! Caranya:

Disclaimer
Sponsored by CLEAR Indonesia. Not associated with Apple Inc.

Syarat & Ketentuan

Follow CLEAR Sekarang!

Join this hashtag

This screenshot displays the #CLEARYourHeadKetombeChallenge page. It features a header with the challenge name, sponsored status by 'clearindonesia', and '3,1B views'. A prominent button says 'Dapatkan CLEAR Disini'. The main text describes the challenge and includes a disclaimer. Below the text, there are several video thumbnails showing people participating in the challenge. A pink button at the bottom encourages users to 'Join this hashtag'.

NEW ME:
Apa itu ga PD? Sekarang rasa percaya diriku 100%
fey
stop shine
Promoted music
Watch now

8:00
Following For You
Premier League - Yesterday
Tottenham 1 - 0 Man United
Full-time

Sastra
teman-teman
gwa curiga em lu kalo masuk ke Indonesia juga ga jura... daripada pake onta mending pake Clear Men dari @ClearIndonesia aja yang bisa...

This screenshot shows a TikTok video for 'NEW ME:' by user 'fey'. The video features a woman holding a product and has a caption in Indonesian. It includes a 'Promoted music' section with a 'Watch now' button. Below the video, there is a sports score for Tottenham vs Man United and a comment from user 'Sastra'.

Sunscreen 2 in
GLOW & LOVELY SUNSCREEN ULTIMATE...
Rini (ma.rinpo)
Minimal sunscreen yang 2in1 biar sekalian mencerahkan... Jadi #BebasMukaBalang walau aktivitas dibawah cahaya matahari...

This screenshot shows a TikTok video for 'Sunscreen 2 in' by user 'Rini (ma.rinpo)'. The video features a woman wearing a hijab and holding a product. The caption describes the product as a 2-in-1 sunscreen. The video has a high engagement rate, with 991K likes and 1256 shares.