

Satiama Fahri Zulfikar

Digital Growth & Performance Marketing Specialist

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[Portofolio](#)

About Me

A **results-driven digital marketing professional** with a proven track record of transforming strategy into measurable business growth. At Liushi Battery, I **built the digital presence from the ground up**—from designing and developing the Indonesian version of their website and establishing the brand on social media, to managing all paid advertising campaigns. My key achievements include **Improved campaign efficiency and ROAS significantly through structured testing and optimization**, through data-driven optimization. My expertise covers **end-to-end digital marketing management**, seamlessly integrating content, branding, and sales strategies to achieve ambitious business goals.

Education

Universitas Negeri Yogyakarta - Electronics Engineering August, 2018 – July, 2021

RevoU (Full Stack Digital Marketing) January, 2024 – Aug, 2024
Mastering **Paid Ads, Social Media Marketing, AI Marketing, Technical SEO, On Page SEO, Analytical Market, Off Page SEO**

Working / Organization / Project Experiences

Digital Marketing and Store Manager, PT Dongguan Liushi Lithium Technology (Working) December, 2024 – Now

- Built the entire digital marketing ecosystem from zero, including website, paid ads, tracking, and social media channels.
- Designed a conversion-oriented website funnel directing leads to WhatsApp inquiries.
- Managed paid ads across Meta Ads and Google Ads with continuous performance optimization.
- Implemented GA4, Google Tag Manager, and Meta Pixel to enable accurate conversion tracking.
- Took over sales strategy responsibilities after sales role vacancy, aligning marketing efforts with real sales insights

Doyan Ayam Paid Ads Meta (Project) August, 2024 – August 2024

- Managed Meta Ads campaigns for a real F&B business as part of a supervised learning project.
- Conducted daily and weekly performance analysis with actionable optimization insights.
- Optimized targeting, creatives, and budget allocation based on performance data.

Digital Marketing Andon Tabi Store (Project) August, 2024 – August 2024

- Selling Product Game Currency to End User
- Making Websites portal to Easy End User to buy product
- Making Social Media Content, Strategy, and Promotion
- Making Strategy Marketing SMO, SEO, And Paid Ads

Electrician, PT. Nusantara Telekomunikasi (Working) March, 2023 – December, 2024

- Optimized electrical load distribution, enhancing energy efficiency by 15% over 6 months.
- Developed and executed a preventive maintenance schedule, reducing electrical system failures by 20% annually.
- Maintained critical electrical components, including power supplies, backup generators, and safety systems.

Performance Marketing, Hangin Wash (Part Of Revou Project) January, 2024 – May, 2024

- Executed a targeted advertising campaign through **Meta Ads**, 1.2% CTR in a Week.
- Strategically executed a **Google Ads** campaign, achieving a clickthrough rate (CTR) of 3.1%.
- Gaining 25% Conversion rate in one week in **Google Ads**.

Social Media, UNY Jabodetabek (Organization) January, 2019 – January, 2021

- Developed and curated engaging content for new students, increasing community membership by 40% within the academic year.
- Utilized social media platforms to provide essential information to students.

Additional Information

Technical : Google Tag Manager,Meta Ads and TikTok Ads,Google Ads,Google Analytic, SEO, Wordpress Builder, SMO

Soft Skills : Problem-Solving,Attention to Detail,Analytical Thinking,Adaptability,Growth & Performance Marketing,Paid Ads,Strategy (Meta Ads, Google Ads),Funnel & Market Entry Strategy,Conversion Tracking (GA4, GTM, Pixel),SEO & Website Strategy

Certification: [Link](#)

- **Google Analytic - Beginner** (Google Skill Shop) (7 May 2024)
- **Google Ads Measurement Certification** (Google Skill Shop) (28 May 2024)
- **Google Ads Display Certification** (Google Skill Shop) (10 Aug 2025)
- **Revou Bootcamp** (Revou) (04 May 2024)
- **Semrush AI Powered Marketing** (Semrush) (20 June 2024)