

PORTOFOLIO

REZCA FEBIYAN





ABOUT ME

Hello, my name is Rezca Febiyan, but you can call me Rezca. I have been involved in the field of marketing for over a decade. Over the last three years, I've immersed myself in the realm of digital marketing.



EDUCATION



Revou

FULL STACK DIGITAL MARKETING | 2022



Technical Education Development Center

Heavy Equipment | 2012



2023



WORK EXPERIENCE



2023





Pintarnya

Performance Marketing



2023

Scope of Work

As Performance Marketing (2025 - 2026)

- Manage end-to-end performance marketing (bottom funnel focus) untuk produk Pintarnya (Indonesia market)
- Fokus pada conversion (Cost per Register / CPR) untuk drive DAU & user growth
- Handle 50-60+ active campaigns across:
 - TikTok Ads
 - Meta Ads
 - Google Ads
- Develop & execute conversion-driven campaign strategy (no awareness, purely performance)
- Setup & optimize:
 - Pixel & event tracking
 - Attribution & data accuracy
- Conduct intensive A/B testing:
 - Creative (hook, angle, format)
 - Audience targeting
 - Bidding & campaign structure
- Create content brief & direction untuk performance creatives (high-converting ads)
- Build automation & content iteration system untuk scaling campaign efficiently
- Develop campaign reporting system (Excel-based dashboard) untuk monitoring performance & decision making
- Collaborate with:
 - Design team (creative production)
 - Analyst team (performance insights)
 - Tech/Tracking team (event & attribution setup)





Pintarnya

Performance Marketing



2023

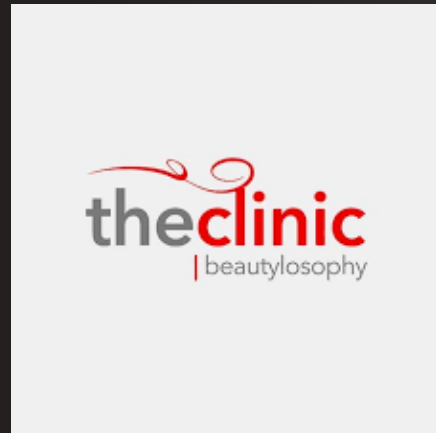
Key Achievements

As Performance Marketing (2025 - 2026)

Key Achievements:

- Scaled average monthly appointments for hair transplant services from 4 to 30 within three months — over 500% growth.
-
- Successfully led Meta Ads strategy for hair transplant across all branches, resulting in significantly improved lead quality and appointment volume.
-
- Generated over IDR 350 million in revenue for The Clinic during the probation period — with additional patient bookings still in the pipeline.
-





The Clinic Beautylosophy

Meta Ads Specialist



2023

Skill & ability

Work Experience

Education

About Me

Cover

Scope of Work

As Meta Ads Specialist (2025 - 2025)

- Manage Meta Ads strategy specifically for hair transplant services across all branches of The Clinic Beautylosophy, with direct responsibility over the main Cipete branch and newly launched Puri branch.
- Develop and execute lead generation campaigns with a focus on high-quality appointment bookings.
- Optimize audience targeting (interest & behavior), budget allocation, and creative testing to boost overall campaign effectiveness.
- Conduct ongoing A/B testing on visuals and copywriting to maximize audience engagement and conversion rates.
- Collaborate closely with the creative team to develop high-performing, AI-enhanced ad creatives tailored for the male demographic.
- Spearheaded the clinic's first adoption of AI-generated creatives in paid campaigns.





The Clinic Beautylosophy

Meta Ads Specialist

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2023

Key Achievements

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-





Sushi Stop Indonesia

Digital Marketing Manager



2023

Skill & ability

Work Experience

Education

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Scope of Work

As Digital Marketing Manager (2024 - 2024)

- * Meta Ads Management: Strategized and executed successful advertising campaigns on Meta platforms.
- * Outlet-Specific Ads Creation: Developed targeted advertisements for individual outlets, ensuring localized relevance and impact.
- * Market and Audience Analysis: Conducted thorough market research to identify target audiences and tailor campaigns effectively.





Boo - Dating app

Creative Analyze 2024



2023

Skill & ability

Work Experience

Education

About Me

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Scope of Work

As Creative Analyze (2024 - 2024)

- - Analyze all creative campaigns for each country.
- - Provide content briefs to graphic designers.
- - Increase CTR / IP / CI / Hook Rate.
- - Localize all content.
- - Analyze competitors.
- - Optimize underperforming creatives.
- - Identifying Winning Creatives





ituloh

Marketing Manager & Digital Marketing
(2020 - 2023)

- Digital Marketing (2020 - 2022)
- Marketing Manager & Marketing Manager (2022 -2023)



2023

Scope of Work

As Digital Marketing (2020 - 2023)

- Create **paid ads** strategy, budgeting, execution, planning, optimization especially in **Google ads UAC & SEM** along with reporting.
- Create daily push notifications using **clevertap**.
- optimazing onpage ituloh website. along with creating article best practice along implement **GTM** to track all metrics
- App Store Optimization (ASO)





ituloh

Marketing Manager & Digital Marketing
(2020 - 2023)

- Digital Marketing (2020 - 2022)
- Marketing Manager & Marketing Manager (2022 -2023)

Achievements

As Digital Marketing (2020 - 2023)

- Lowered **CPI** for 50%
- Increased **DAU** 300%
- Increased **engagement** in Ituloh app by 5000% quarterly
- Increased user acquisition by 100%





ituloh

Marketing Manager & Digital Marketing
(2020 - 2023)

- Digital Marketing (2020 - 2022)
- Marketing Manager & Marketing Manager (2022 -2023)



2023

Skill & ability

Work Experience

Education

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Scope of Work

As Marketing Manager (2020 - 2023)

- Support social media manager (planing, budgeting content calendar, manage social media,analyst)
- Support Community & Campaign Manager (Planning, Budgeting, Execution, maintenance of community, events)
- Support data analyst (providing digital data, analyzing user behavior).
- Support planning and generating content with new trends
- Supporting KOL Specialists in searching for Key Opinion Leaders (KOLs) and providing digital perspectives





Mastercraft

Site Manager (2019 - 2020)

Scope of Work

- Responsibility for maintenance planning and scheduling a project
- **Coordinate tasks according to priorities and plans. Increasing user acquisition by 100%.**
- Ensure manpower, material, and resources are adequate.
- Mostly involved in F&B and retail projects



2023





Mastercraft

Site Manager (2019 - 2020)



PO Noodle



Chatime Cikampek



Chatime Plaza Indah Bogor



Janji Jiwa X Citra 2



Chatime Lokasari





R69 (Ramen 69)

Marketing Manager (2017 - 2019)



2023

Skill & ability

Work Experience

Education

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Scope of Work

- Set up a series of marketing strategies with a crafted concept and content through printing, digital, outdoor, and social media
- Keep abreast of the latest marketing analysis and increase profitability.





Sr.Business Executive

(2016 - 2017)



2023

Skill & ability

Work Experience

Education

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Scope of Work

- Generate **Sales** and Leads
- Provide assistance to clients as consultants in terms of branding, awareness, and trends in F&B.
- Developed a strategic approach for the maintenance of Qraved's merchant relations.



SKILL & ABILITY



PAID CHANNEL



Google Ads



facebook.Ads



TikTok

SEARCH ENGINE OPTIMIZATION (SEO)



Search Console



Competitor Analize



Artificial Intelligence



MIDJOURNEY

CHAT GPT 4



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

PERFORMANCE WEBSITE



Google Analytics



DESIGN



Skill & ability

Work Experience

Education

About Me

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THANK YOU

That's my portfolio so far.



2023
