

RENICA RYADI / RENICA CRISTIA NINGRUM

Indonesia | renicaryadi@gmail.com | [\(+62\) 8233-4403-945](tel:+6282334403945) | [LinkedIn](#) | [Portfolio](#)

Versatile digital marketer with 7+ years of experience in marketing and tech. Skilled in full-funnel strategy, performance marketing, CRM automation, analytics, and SEO. Proficient in online advertising, CMS, copywriting, and data reporting. Familiar with HTML, CSS, JS, SQL, PHP, and AI tools.

Tools: GA4, Tag Manager, Looker Studio, Meta Ads Manager, Tiktok Business Manager, Microsoft Clarity, Google Cloud, Shopify, WordPress, Squarespace, Ahrefs, Semrush, Moz, Screaming Frog, and more.

WORK EXPERIENCE

Independent Freelancer (Switzerland, Netherlands, Hong Kong)

Remote

Performance Marketing, Digital Strategy, and Automation – *Freelance*

(Dec 2023 - present)

- Manage digital marketing, advertising strategy, SEO, and data analytics for global clients across Europe and Asia.
- Oversee a combined ad spend of EUR 10,000 - 15,000 and HKD 18,000 - 25,000 per month.
- Selected clients and projects:
 - Feezy Agency (Switzerland):
 - Executed paid media strategy and reporting for clients including ISL, Phida Groupe, Edirex, Staxsports, Pully Live Festival, Ultima Interior, and FIBA U19 Basketball World Cup 2025.
 - Odin Digital (Hong Kong):
 - Managed campaign performance for Gisser Jewels, Fittery HK, and Teleport VR Agency.
 - Supported early-stage AI product development (Bossnet.io, MediChoice.co) as a data engineer, researcher, and QA tester.

BuildBuilt.co (Singapore)

Remote

Marketing Executive – *Full-time*

(Feb 2024 - June 2025)

- Responsible for marketing activation activities and strategy development, including advertising, SEO, content management, performance marketing, and data analytics.
- Successfully planned, initiated, and migrated the website to a new and more reliable Content Management System (CMS).
- Increased the traffic by 5 times from 300 / month to 1,500 - 2,000 / month in 8 months.
- Developed new marketing strategies and a better tracking system for the lead conversion, using Google Tag Manager, GA4, and Microsoft Clarity.
- Developed CGPT Assistant with homeowners as a target audience and marketing knowledge base using NoteBookLM for internal team and management.
- Total budget managed: SGD 2,500 - 4,000 / month.

Fulco Holdings Pte Ltd (Singapore)

Remote

Marketing Executive – *Full-time*

(April 2022 - Feb 2024)

- Assisted in managing digital marketing for 5 business units, focusing on SEO, online ads, and social media.
- Increased website traffic from 0 to 1,300/month and boosted organic conversion rates to 9 - 15%.
- Built end-to-end tracking systems using GTM, UTM parameters, and Hotjar.
- Standardized C-level reporting with Looker Studio, Microsoft Power BI, and Google Workspace automation.
- Total budget managed: SGD 1,000 - 2,000 / month.

cmlabs (Indonesia)

Remote

Project Manager for Storylabs – *Full-time*

(Sept 2021 - June 2022)

- Oversaw 12 niche websites (tech, travel, finance, etc.) under cmlabs' publication network.
- Managed a team consisting of an SEO specialist, 4 writers, UI/UX, and developers.
- Scaled traffic from 110K to 1M/month in 8 months.
- Monetized through AdSense (IDR 12–15 mio/month) and enabled Google News indexing for 2 sites.
- Launched an online ticketing system as a new revenue stream.

Digital Marketing Specialist – *Full-time*

(Aug 2021 - June 2022)

- Managed SEM, online ads, and social media campaigns using tools like GA4, Search Console, Looker Studio, GTM, and Meta Ads Manager.
- Developed strategies for social media, CRM, and performance marketing.
- Increased Google Ads conversions from 0 to 11%/month and boosted SERP visibility from 100 to 360 SV/month in 8 months.
- Helped initiate **cmlabsclass**, a webinar series to share SEO expertise with digital communities.
- Managed ad budgets of IDR 5–10 mio/month with 750% ROAS.

SEO Editor – Full-time <ul style="list-style-type: none"> Managed SEO content production for OCBC NISP (3,500–4,000 words/day). Increased website traffic from 96K to 1M/month in 8 months. Supervised a team of 2 content writers. 	(May 2021 - Dec 2021)
Jago Bahasa Inspira (Indonesia) Marketing Manager for Jagobahasa.com – Full-time <ul style="list-style-type: none"> Managed early marketing team of the startup, consisting of 3 divisions (branding, marketing, and sales) with a total of 17 members. Managed ad spend of IDR 120 - 180M/month, reduced costs by 75% in 4 months and achieved breakeven in 3 months. Along with the team, scaled TikTok followers from 7K to 1M in 4 months, selected as TikTok Creator Partner. Initiated brand collaborations with By.U (telecom) and Schoters (education). Developed marketing strategies for two additional business units: Kampung Inggris LC and Annajah TBI School. 	Kediri / Remote (Aug 2020 - Apr 2021)
SEO Content Editor / Community Manager – Full-time <ul style="list-style-type: none"> Oversaw content production (4,000 - 5,000 words/day) for 3 websites: kampunginggris.id, kampunginggrispare.info, and kampunginggrislc.com. Increased organic traffic from 86K/month to 800K/month within 12 months. Established multi-channel traffic sources via Instagram, Facebook, and Telegram. 	(June 2019 - Aug 2020)

PROJECT EXPERIENCE	
Independent Mentor/Speaker (Varied) Performance Marketing, Ads, Analytics, and Digital Strategy <ul style="list-style-type: none"> Active as a speaker/mentor for private, government, or NGO projects, including projects from Bank Indonesia, Kampus Merdeka, Harisenin, and ADPList. 	Varied (Jan 2022 - present)
Digital4nation (Indonesia) Founder <ul style="list-style-type: none"> Led an initiative to improve digital literacy in Indonesia and expand access to resources for underprivileged communities. 	Varied (Aug 2022 - present)
State University of Malang (Indonesia) Assistant Lecturer in Management, Technology, and Information System <ul style="list-style-type: none"> Responsible for teaching Management, Technology, and Information System with 9 credits in total. Taught 120+ sophomore students from Management Studies. Assisted the head lecturer in various projects, including social and research projects. 	Malang (Jan 2023 - Aug 2023)

EDUCATION AND CERTIFICATIONS	
Guangxi Normal University, China <ul style="list-style-type: none"> Chinese Government Scholarship 2025, Summer Camp Programme in Chinese Culture and Reading 	
State University of Malang, Indonesia Bachelor of Management – Human Resource Specialisation <ul style="list-style-type: none"> 2nd Place, Most Outstanding Student, Faculty of Economics and Business 2018. Bank Indonesia Scholarship Awardee 2017 - 2018. 	
IELTS Academic Training <ul style="list-style-type: none"> 7.5/9 total score (Reading 8.0, Listening 7.0, Writing 7.0, Speaking 7.0) 	

REFERRAL	
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