



CANDRA

ALDILLA SYAMSUAR

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PROFILE

With over 5 years of experience in digital marketing, e-commerce operations, and campaign management, I specialize in driving competitive intelligence and strategic decision-making through data synthesis, financial analysis, and actionable insights. Skilled in SQL, Google Ads, Meta Ads, SEO/SEM, and performance analytics, I am ready to partner with forward-thinking teams to deliver impactful strategies and sustainable growth. My expertise includes uncovering market trends, analyzing competitor strategies, and aligning cross-functional teams to achieve shared objectives.

EDUCATIONS

BUSSINESS MANAJEMENT

Institut Teknologi Bandung (ITB)
GPA 3,58 of 4.00

EXPERIENCES

REGIONAL CAMPAIGN MANAGEMENT ASSOCIATE FOR INDONESIA MARKET

PT. Grab Teknologi Indonesia
(May 2025-NOW)

- Led competitive intelligence efforts by analyzing campaign performance metrics and synthesizing market data to inform strategic decisions.
- Conducted in-depth financial analysis of campaign budgets and competitor strategies to optimize ROI.
- Delivered actionable insights through weekly reports, focusing on impressions, CTR, and delivery rates to refine campaign strategies.
- Collaborated across sales, creative, and operations teams to align objectives and troubleshoot issues, ensuring seamless execution of campaigns.
- Managed cross-departmental projects to align marketing and operational goals, ensuring shared objectives were met.
- Receive Brief from AM - AE and sto set up according to inventory on Marketing Manager and Google Ad Manager for programmatic campaign.
- Campaign Management: Successfully managed high-profile campaigns for brands.This involved setting up campaign from campaign level until creative assets, monitoring performance metrics, and ensuring timely delivery of campaign goals.
- Quality Assurance: Conducted rigorous and meticulous QA processes for creative assets and campaign setups to ensure alignment with client expectations and platform standards. Notable projects include QA for key clients.
- Cross-Team Collaboration: Partnered with sales, creative, and operations teams to troubleshoot issues, optimize targeting strategies, and refine campaign approaches.
- Reporting and Insights: Delivered comprehensive weekly reports on campaign performance, covering metrics such as impressions, CTR, and delivery rates. These reports provided actionable insights for both clients and internal teams.
- Problem Solving: Addressed challenges like under-delivery in ad groups and discrepancies in campaign pacing by suggesting solutions such as reallocating impressions and optimizing targeting parameters.

E-COMMERCE BUSINESS RELATIONSHIP SUPERVISOR

PT. Tangkas Cipta Optimal
(June 2023 - April 2025)

- Maximize Social Media marketing presence through content pillar and planning to drive sales both online and offline.
- Analyzing current business processes, workflows and procedures to identify obstacles, inefficiencies and opportunities for improvement and align it with digital adoption through all business unit.
- Develop a system framework and procedures by defining the workflow of each department and analyzing historical data from the activities of each function in the department.
- Collaborate with stakeholders to design and execute digital process improvement initiatives aligned with organizational goals
- Collaborate with cross-functional teams to implement process changes, ensuring smooth transitions and minimal disruption to operations.
- Run campaign various channel i.e., Meta Ads, Google Ads and also E-Commerce Ads (Tokopedia, TT and Shopee)
- Ensure Cost per Results (CPR) for each campaign based on different objective and tight budget.
- Maximized social media marketing presence through strategic content planning to drive sales both online and offline.
- Analyzed business processes and workflows to identify inefficiencies and opportunities for improvement, aligning them with digital adoption initiatives.
- Conducted financial analysis to ensure cost-effective campaigns across Meta Ads, Google Ads, and e-commerce platforms (Tokopedia, Shopee).
- Collaborated with cross-functional teams to implement process changes, ensuring smooth transitions and minimal disruption to operations.

REGIONAL CAMPAIGN MANAGEMENT ASSOCIATE FOR SINGAPORE MARKET

GrabTaxi Pte. Ltd.
(May 2022-May 2023)

- Oversaw traffic campaigns and ads within GrabAds' proprietary systems, ensuring seamless execution and alignment with client objectives.
- Ensured campaigns achieved high CTR (Click-Through Rate) and ROAS (Return on Ad Spend) through strategic optimization techniques.
- Maintained accuracy and standards in campaign setup, reporting, and customer experience.
- Conducted campaign audits and proactively suggested enhancements to workflows.
- Complete campaign audits using checklists to ensure accuracy and completeness of campaign.
- Generated weekly and end-of-campaign reports, Providing actionable insights for stakeholders.
- Responsible for analyzing and troubleshooting various issues to achieve best performance of campaign.
- Proactively suggest and drive enhancements to ticketing workflows.
- Analyzed campaign performance metrics to identify trends, areas for improvement, and opportunities for optimization.

JOURNAL MANAGER

PT. LINTAS CAKRA PUSAKA
(Des 2020-April 2022)

- Handle Journal Circulation and Publication
- Reporting Journal Publication and Progress
- Coordinate with stakeholders (Authors, Reviewers, and Editor)
- Handling Social Media (Facebook and Instagram Ads)

PERSONAL SKILLS

- CRITICAL THINKING & DETAIL ORIENTED
- TEAM WORK
- GOOD COMMUNICATION SKILLS
- LEADERSHIP

RELEVANT COURSEWORK & CERTIFICATION

- APPLIED STATISTICS
- MARKET RESEARCH AND ANALYSIS
- SQL FOR DATA ANALYSIS (COURSERA, 2024)
- ADVANCED GOOGLE ANALYTICS (GOOGLE, 2023)