



Executive Profile

I design and scale digital communication systems that deliver measurable growth, enhance public confidence, and align leadership narratives with meaningful audience engagement.

With 7+ years of experience across government institutions, financial services, creative agencies, and e-commerce platforms, I lead multi-platform communication ecosystems that integrate strategy, analytics, and execution at national scale.

Proven impact:

- Scaled audience growth from 275K to 843K
- Delivered 2,600+ published content pieces
- Directed 390+ digital productions annually
- Led award-recognized digital channel performance





Work Experience

Digital Communications Lead

Ministry of Law of the Republic of Indonesia | Jan 2021 – Present

Lead national digital communication strategy, scaling audience from 275K to 843K and implementing KPI-based performance reporting across multi-platform channels.

Content Creator Manager

Adasale.co.id (E-commerce) | Aug 2023 – June 2025

Directed commercial content strategy, driving +60% reach growth, +55% engagement increase, and +40% YouTube subscriber growth.

Digital Marketing Mentor

Hi Colleagues (Education Technology Company) | Aug 2022 – Dec 2024

Mentored professionals on digital marketing strategy, personal branding, and performance-driven social media growth.

Corporate Marketing Communication Specialist

PT Bank Tabungan Negara (Persero) Tbk | Aug 2017 – Jan 2021

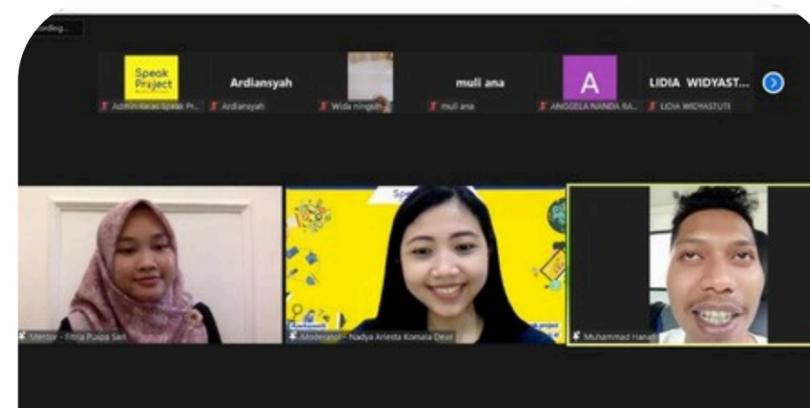
Managed integrated branding and product campaigns across ATL and BTL channels within a state-owned financial institution.

Core Capabilities

- Digital communications & content strategy
- Social media and multi-platform growth strategy
- Campaign planning and execution
- Audience development and engagement programs
- Data-driven content optimization
- Executive reporting and insight translation
- Cross-sector stakeholder coordination
- Large-scale program & project leadership

Recognition

- National Digital Communication Awards (2024–2026)
- Outstanding Employee – Ministry of Law (2025)





Connect With Me



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Open to remote and international opportunities

