



# SARRAH NURUL ISTIQOMAH

PRODUCT MARKETING • BOGOR, 16113, INDONESIA • 081519133008

## ◦ DETAILS ◦

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## ◦ LINKS ◦

[LinkedIn](#)

## ◦ SKILLS ◦

Content Marketing  
Marketing Strategy  
Digital Marketing  
Campaign Marketing

## ◦ LANGUAGES ◦

English

German

## ◦ HOBBIES ◦

Reading books and traveling.



## PROFILE

I'm experienced in Product Marketing for B2C product in tech and healthcare industry. As a person I'm curious, a hungry to learn, enjoy working collaboratively, always trying to go extra miles in every task I'm responsible for, and last but not least, I'm a marketing lover!



## EMPLOYMENT HISTORY

### Product Marketing at Bumame, South Jakarta

November 2022 — Present

In charge 3 products (Women's Health, Pharmacy and Lifestyle Product)

Key Role:

- Creating Go-To-Market Plan (Soft Launch, Grand Launch, After Launch)
- Planning Marketing Campaign through Paid and Organic Channel (Strategizing, Budgeting, Monitoring)
- Optimizing consumers' funnel on each product
- Orchestrating Marketing Campaign through several marketing channels such as KOL, Social Media, Community, Media, CRM, Ads, and Cross Selling.
- Collaborating with several stakeholders to run a campaign which are Product Innovation, Brand & Creative, Operations, Customer Service, IT, and Lab
- Evaluating and gaining insight on each marketing activity (weekly and monthly)

Achievements:

- Increased up to 50% transaction on Women's Health Product
- Growing leads month by month up to 300% on new product of Women's Health Category.
- Scored average ROMI on Women's Health Marketing Campaign by 370%
- Reduced CPC on Pharmacy Ads
- Growing transaction of Bumame Pharmacy on e-commerce up to 60%
- Contributes 10% of Pharmacy Revenue through promotions program
- Kicked off soft launch campaign of Women's Health Product as new health product in Indonesia and generate 160 new leads and 12 transactions through Whatsapp Blast in 1 week period.

Direct Report to Head of Marketing

### Product Marketing at Binar Academy, South Tangerang

July 2022 — October 2022

Binar is a digital upskilling ed-tech company. I am In charge of a new self-learning product named BinarGO.

Key Role:

- Creating BinarGO Marketing Strategy and GTM Plan for new course launch.
- Orchestrate all marketing initiatives and campaigns through multiple marketing channels and many stakeholders.
- Planning, organizing, and monitoring multiple project executions with multiple marketing channels such as KOL, In-App, Ads, Social Media, Community, PR, and CRM to increase BinarGO's awareness as well as transactions which should aligned with business goals.

- Gathering insight of marketing performance from Clevertap, Facebook Ads Manager, Google Analytics, Google Ads, Branch, and Metabase.
- Working closely with a content specialist and a designer for creating marketing collateral.
- Working closely with Product Manager, Program Manager, and Head of Business Unit to escalate product performance.

Achievement:

- Kicked-off new course launch in August and add additional 15% revenue and transaction growth in a month.
- Double increased of transactions during flash-sale in August and September.
- Double increased in the number of transactions of bundling products.
- Initiated cover course replacement with catchy poster in-app to increase users consideration.
- Initiated new payment method to increase number of transaction.

Direct Report to Product Marketing Manager

### Product Marketing at Pahamify, Bogor

November 2021 — June 2022

Pahamify is an ed-tech company for college test preparation. As Product Marketing, I was handling Live Class product.

Key Role:

- Creating Marketing Strategy and GTM Plan for new classes.
- Creating Marketing Content such as KOL Brief, promotion content, ads content, and promotion poster for external placement.
- Orchestrate all Marketing Initiative and Campaigns accross channels with many stakeholders.
- Planning, organizing, and monitoring multiple project executions with multiple marketing channels such as KOL, In-App, Ads, Social Media, Community, PR, CRM, Webinar, etc.
- Gathering marketing performance insight from Clevertap, Facebook Ads, Google Analytics, and Google Dashboard.
- Working closely with Head of Business Unit, Product Manager, Program Manager, Content Writer, and Creative Designer.

Achievement:

- Scored the highest transaction in May 2022.
- Increased double transactions after creating an event which collaborated with KOL.
- Increased >100% engagement of soft sell promotion content on twitter.
- Created a Key Message for a new product named PEGASUS.
- Created Live Class key message for the new academic year 2022/2023.

Direct Report to Growth Marketing Manager

### Brand Marketing at GudangAda, Tangerang

September 2020 — November 2021

GudangAda is a B2B platform for traditional wholesalers and retailers to restock their FMCG products.

Key Role:

- Creating branding plan through the ATL (TV Ads, TV News, Car Branding, Offline Banner and Radio) and BTL (Social Media Placement, Play-Store Branding, and Ads)
- Creating a communication strategy for GudangAda's New product launch and monthly promotion.
- Creating Marketing Plan for Brand Partnership to escalate its visibility on the app.
- Creating marketing services offered for brand partnerships.
- Executing market research to understand the customers' needs and customer transaction behavior.

- Gathering insight through Mixpanel, QlikSense, Braze, Facebook Ads manager.

#### Achievement:

- Increased 30% of consumers' basket size and shopping frequency during the Ramadhan campaign.
- Increased 14 brands engagement by up to 60% through in-app activity.
- Created the name of the Official Store with the understandable name for GudangAda's target market with the name 'PartnerResmi' including its tagline and USP.
- Created name, product identity, and branding strategy for GudangAda's new business line in SaaS named 'GudangSolusi'.
- Created name, product identity, USP, and branding strategy of tender buying named 'Belanja Borongan'.

Direct Report to Brand Manager



## EDUCATION

### Master Degree of Business Management, Binus Business School, Jakarta

September 2022 — December 2023

Studying Business Management with focus study of Marketing

### Bachelor of Arts Degree in German Studies, Universitas Padjadjaran, Jatinangor

August 2015 — August 2020

Majoring in German Studies, I'm focusing my study in the Linguistic Studies. I learn how words, symbols, and meaning play an important role as communication tools. I finish my Bachelor's degree with GPA 3.13.



## INTERNSHIPS

### Copywriter at International Global Network, Depok, West Java

January 2020 — April 2020

I made several copy writes for online advertising on Instagram and Facebook ads. I also wrote articles on the website, made a content on the landing page and wrote newsletter for email advertising. In this internship I learn basic SEO writing, digital marketing, and how to create content marketing.



## COURSES

### Get Impactful Result with Strategic Marketing Campaign, Glints ExpertClass

December 2021

### Measuring Campaign Performance From Omnichannel Marketing Strategy, Glints ExpertClass

December 2021

### Fundamental of Digital Marketing, Google Digital Garage

May 2020 — August 2020



## EXPERIENCES

### Aupair Culture Exchange, Rottweil

March 2017 — February 2018

Aupair is a cultural exchange program that we are allowed to live with a host family for one year. Not only the language, I also learn all the culture of Germany and living in a face paced environment.



## REFERENCES

