
Portfolio.

By. **Anisa Nur Agis**

2026



About Me

Hi! I'm **Anisa Nur Agis.**

A data-driven growth and performance marketing leader with 3+ years of experience across FMCG, beauty, and tech companies. Proven in translating business objectives and insights into revenue-focused marketing strategies that drive measurable growth.

Experienced in managing multiple brands, leading cross-functional teams, and optimizing marketing spend across paid ads, e-commerce, and KOL ecosystems. Strong in market research, consumer insight analysis, and executing full-funnel, multi-channel campaigns.

Education

- 2017 - 2021

Institut Teknologi Bandung

Chemurgy and Bioenergy Engineering
- 2022 - 2023

RevoU

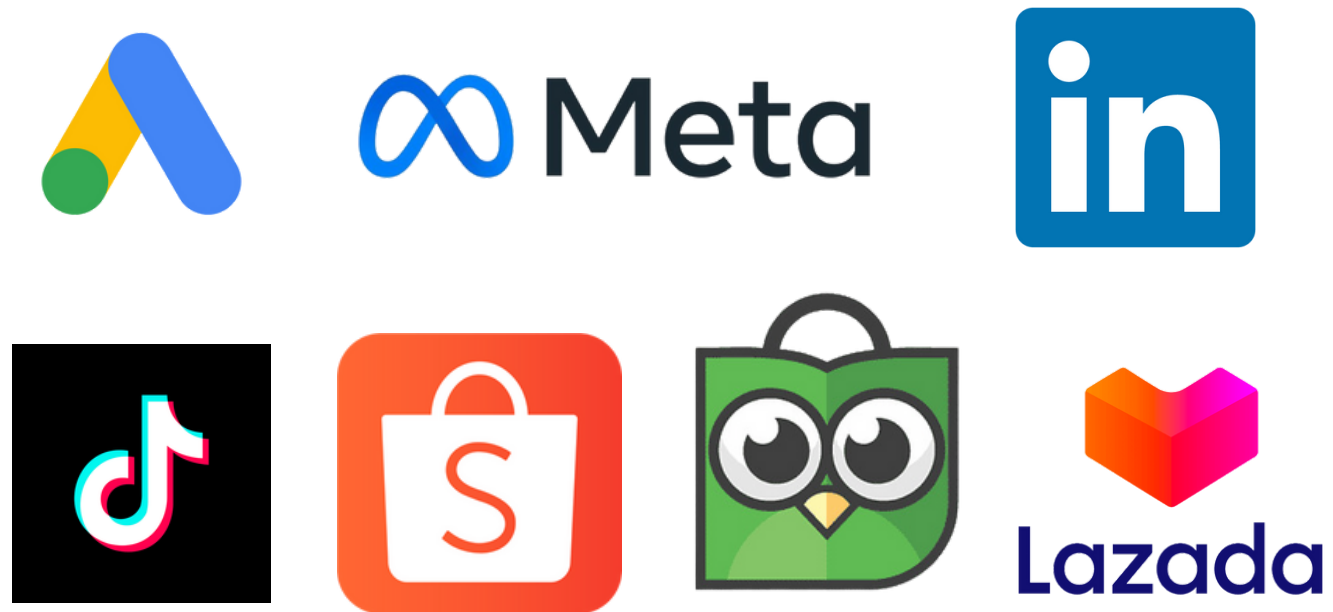
Full Stack Digital Marketing

Work Experience



Skills

Paid Ads



Analytics



KOL & LIVE Management



Projects

Marketplace | Paid Ads| Data Visualization| KOL

Clients



Paid Ads



TENTANG ANAK

eXPERT CARE - EXPERT BOOST - TENTANG ANAK OFFICIAL

Objective: Revenue Growth

Challenge:

- Performance Efficiency & ROAS Optimization - Revenue needed to continue growing while maintaining ROAS at a stable benchmark.
- Creative and Audience Fatigue - Audience performance started to decline due to repeated targeting based on the same interest segments.

Solution:

- **Smarter Budget Allocation** - Reallocated budgets based on channel performance, audience efficiency, and creative ROI.
- **Full-Funnel Optimization** - Implemented a full-funnel framework from awareness to conversion to improve journey continuity and drive higher conversion rates
- **Testing New Audiences & Fresh Creatives** - Conducted systematic testing on broad and new audience segments while continuously refreshing creatives to reduce fatigue



+43%

Ads Revenue from
last quarter

+18%

ROAS from last
quarter

+21%

Spending from last
quarter



EIGER

Objective: Revenue Growth on own platform (Website & Apps)

Challenge:

- Previous agency closed the dashboard, so tracking had to be rebuilt from zero (Meta, Google, AppsFlyer).
- 80% of revenue came from the app, but app ads were not running due to missing integration.
- Website ROAS was consistently low.

Solution:

- Fully integrated Meta Ads, Google Ads, AppsFlyer, website, and app to ensure valid revenue tracking.
- Activated and optimized app-focused ads to unlock the main revenue driver.
- Improved website structure and content to support ads performance and increase ROAS.

+21%

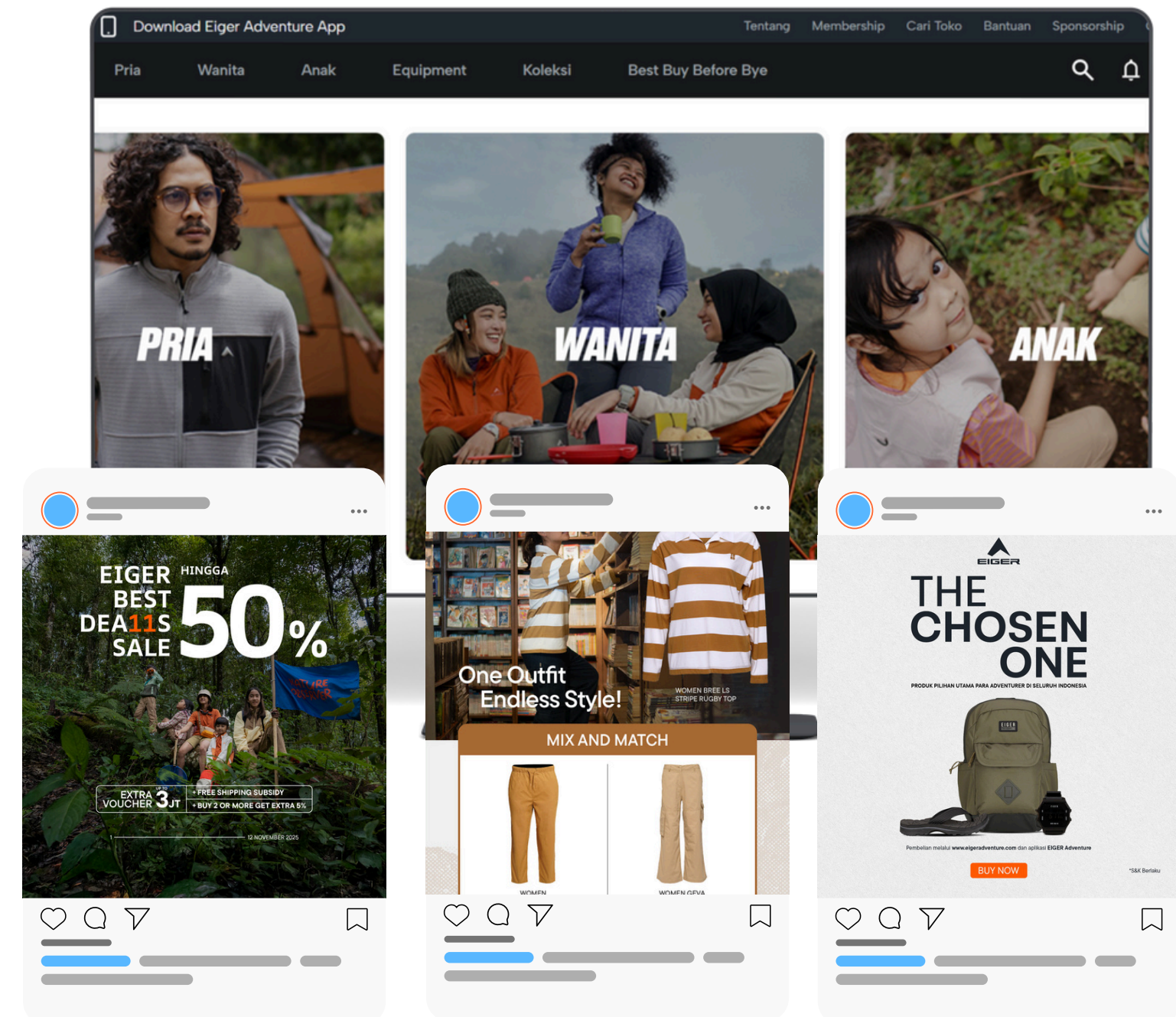
Own Platform's
Revenue

+56%

Ads Revenue

+52%

Increase ROAS



ALCHEMIST

Objective: Revenue Growth on own platform (Website & Apps)

Challenge:

- Best-selling SKUs had limited stock, creating a high risk of wasted ad spend.
- Ads budget was suddenly reduced by 50%, forcing the brand to be much more selective with spend.

Solution:

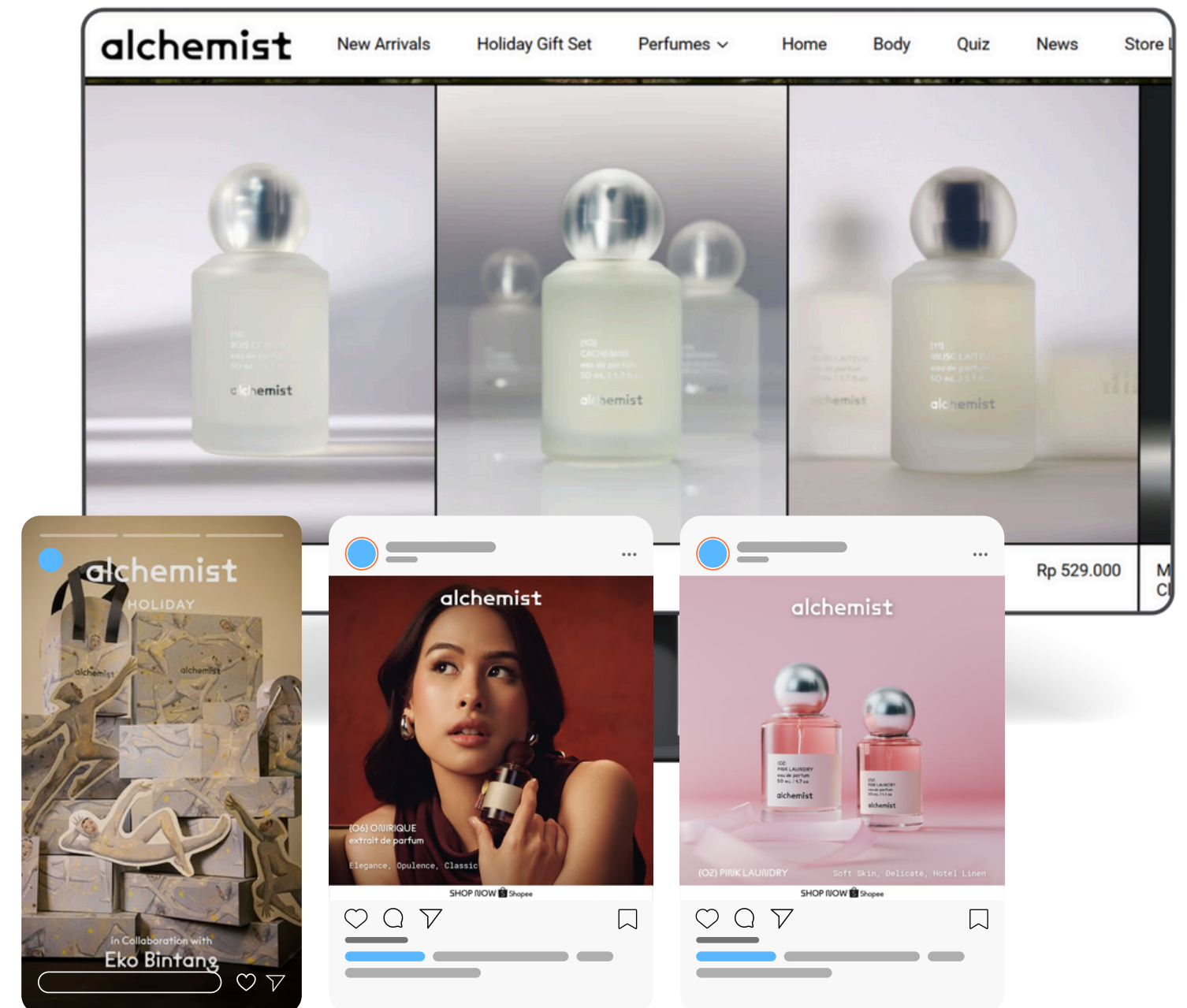
- Reallocated the reduced budget to Shopee, focusing only on the platform with the highest and most consistent revenue contribution.
- Identified and pushed other high-potential products (strong CVR, good margins, stable stock) to reduce dependency on best sellers and unlock new revenue contributors.
- Adjusted stock allocation on non-Shopee marketplaces to keep products available, allowing organic sales to continue even without paid ads.

+14%

Overall Revenue

-66%

Cost/Revenue



BEEME

Paid Ads

Objective: Improve ROAS

Challenge:

- The right balance between ROAS and spending hasn't been established yet.
- High ad frequency is leading to ad fatigue and reduced performance.

Solution:

- **Adjust Budget.** Test various budget allocations, cutting the budget by up to 50% while ensuring overall sales stay consistent.
- **Segment Campaigns.** Create top-funnel campaigns and categorize them into promotion-focused and product-focused to target different audience segments effectively.
- **Refresh Creatives.** Regularly update and refresh ad creatives to keep the content engaging and appealing to the target audience..

+67%

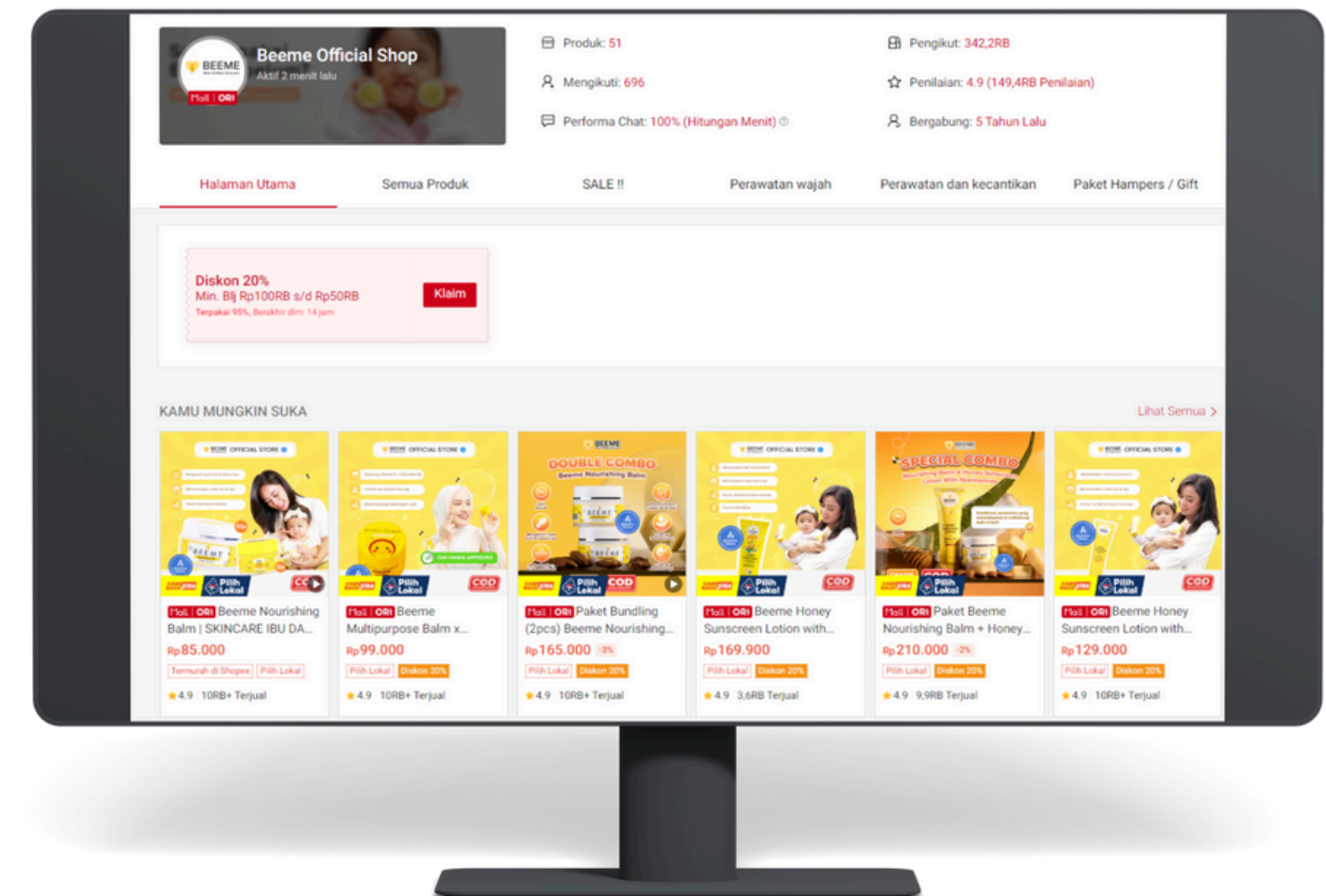
ROAS from last
quarter

-47%

Cost per Purchase
from last quarter



BEEME
Mom & Baby Skincare



BCLINIC

Paid Ads

Objective : Generate leads interested in becoming new patients by reaching out through WhatsApp.

Challenge:

- Tough competition in the aesthetic market makes it hard to stand out.
- Limited budget, which raises concerns about getting good returns.
- Ads have unclear messages and low-converting landing pages.
- Difficulty in reaching the right audience, leading to wasted ad spend.

Solution:

- Build Effective Landing Pages
- Optimize Ad Targeting, focusin on hero service which is slimming
- Create Compelling Ad Copy

>2000

Leads in 3 Months

<3k

Cost Per Click

10%

Conversion Rate



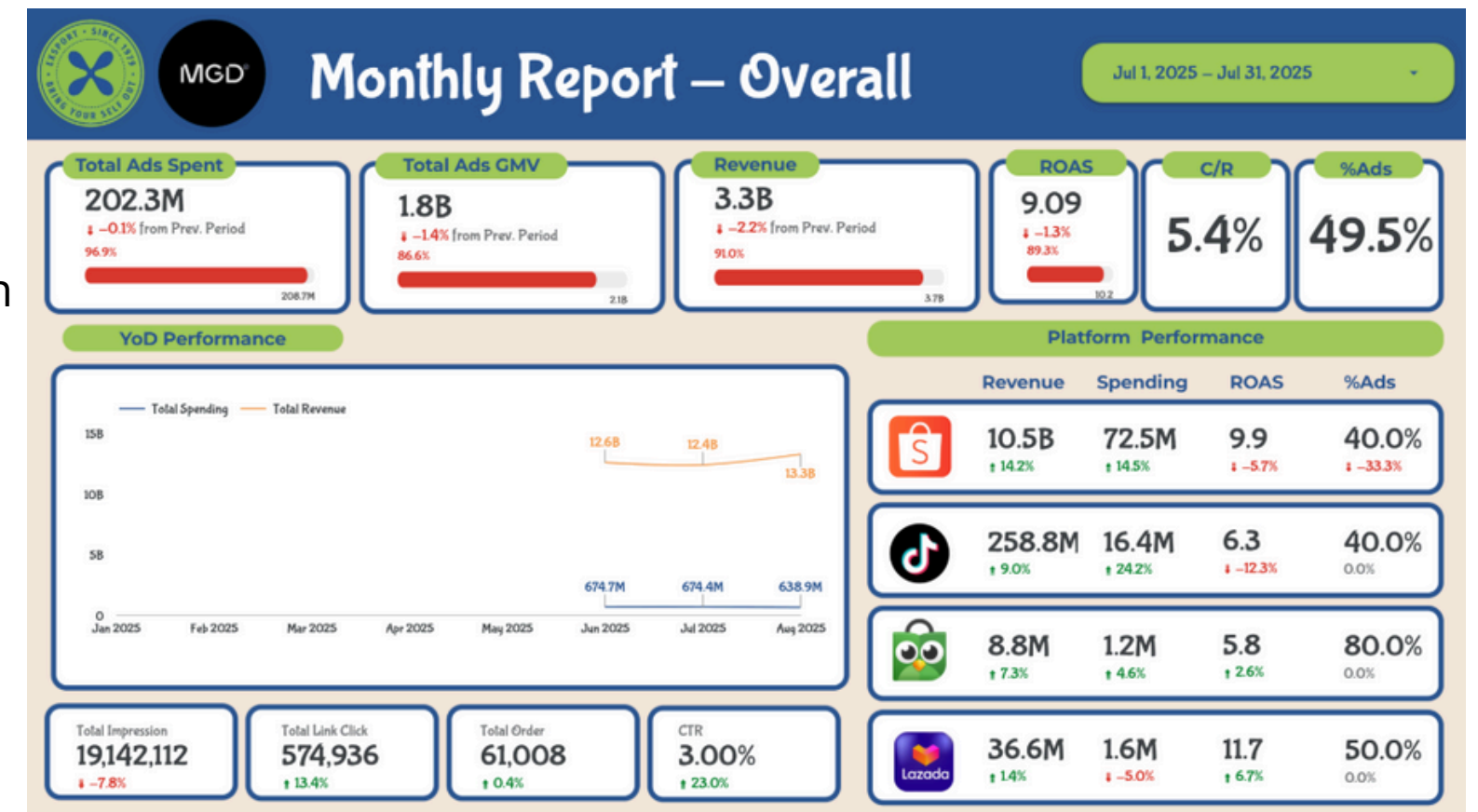
Data Visualization

Data Visualization

Challenge:

- ### Solution:

- **Automated Data Pipeline.** Connected performance data from multiple platforms (TikTok, Meta, CPAS) into a single auto-refresh dashboard.
- **Real-Time Checkpoint Slides.** Created specific dashboard slides that visualize live updates twice a day for easy review.
- **Contribution Analysis.** Added metrics to track ad-driven revenue percentage and its impact on overall performance.



* The data above is dummy.

TENTANG ANAK

Data Visualization

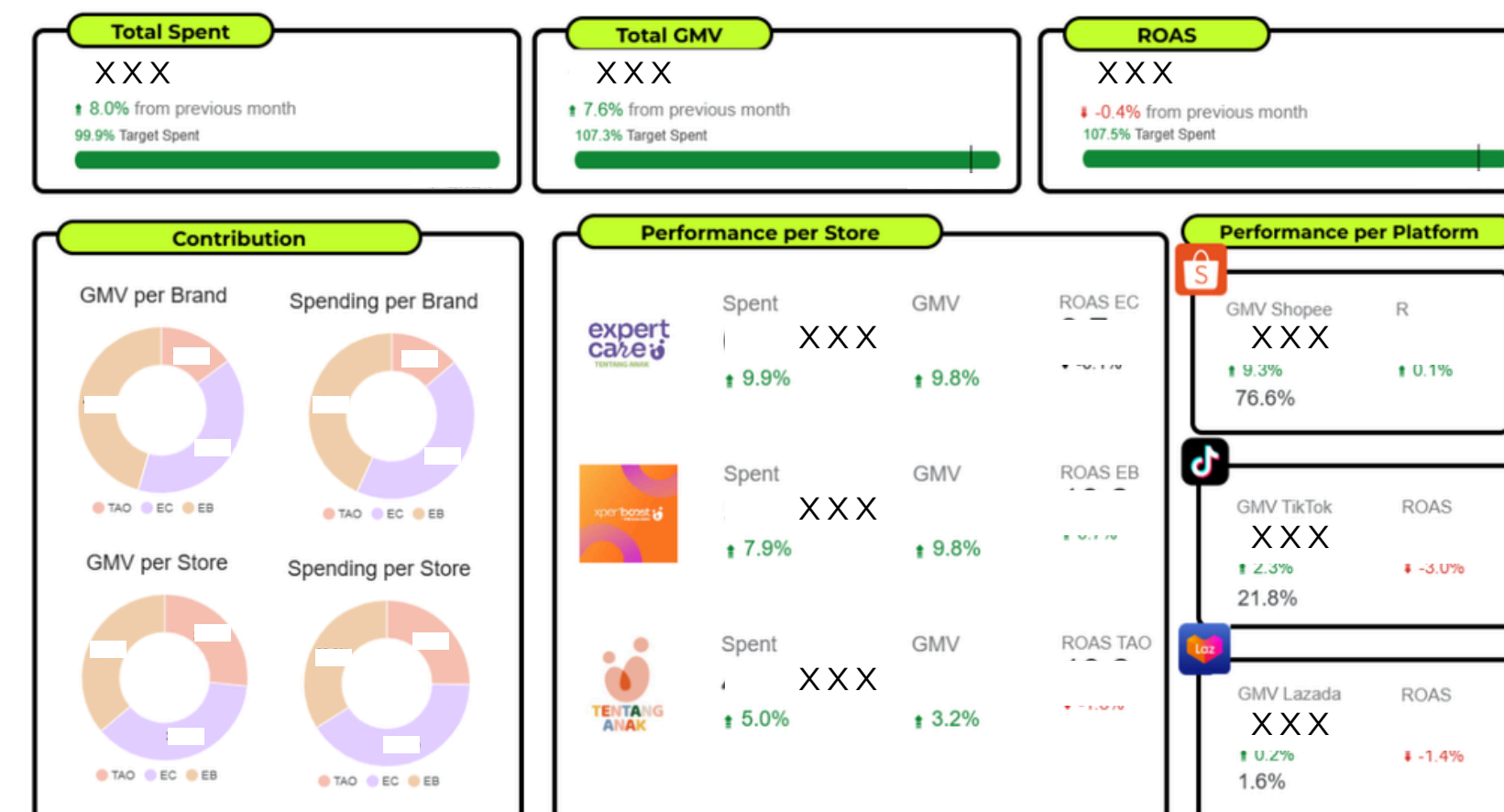
Objective: Build an integrated dashboard that consolidates data from all Tentang Anak brands and platforms, making it easier for the team to track performance, growth, and targets in real time.

Challenge:

- Multiple Brands & Platforms . Managing 3 brands across 3+ platforms made it difficult to view all performance data in one place for quick analysis.
- Tracking Progress & Growth. Needed a dashboard that not only showed current metrics but also highlighted progress toward targets and month-over-month growth.
- Manual Data Requests. Retrieving specific data for certain dates took too long

Solution:

- **Unified Dashboard System.** Combined all brand and platform data into one centralized, easy-to-navigate dashboard.
- **Automated Growth & Target Visualization.** Built automated charts that display real-time progress vs. target and monthly growth trends.
- **Dynamic Date Filter.** Added a date-based filter so teams can instantly view performance for any selected day without manual data pulls.



BEEME

Data Visualization

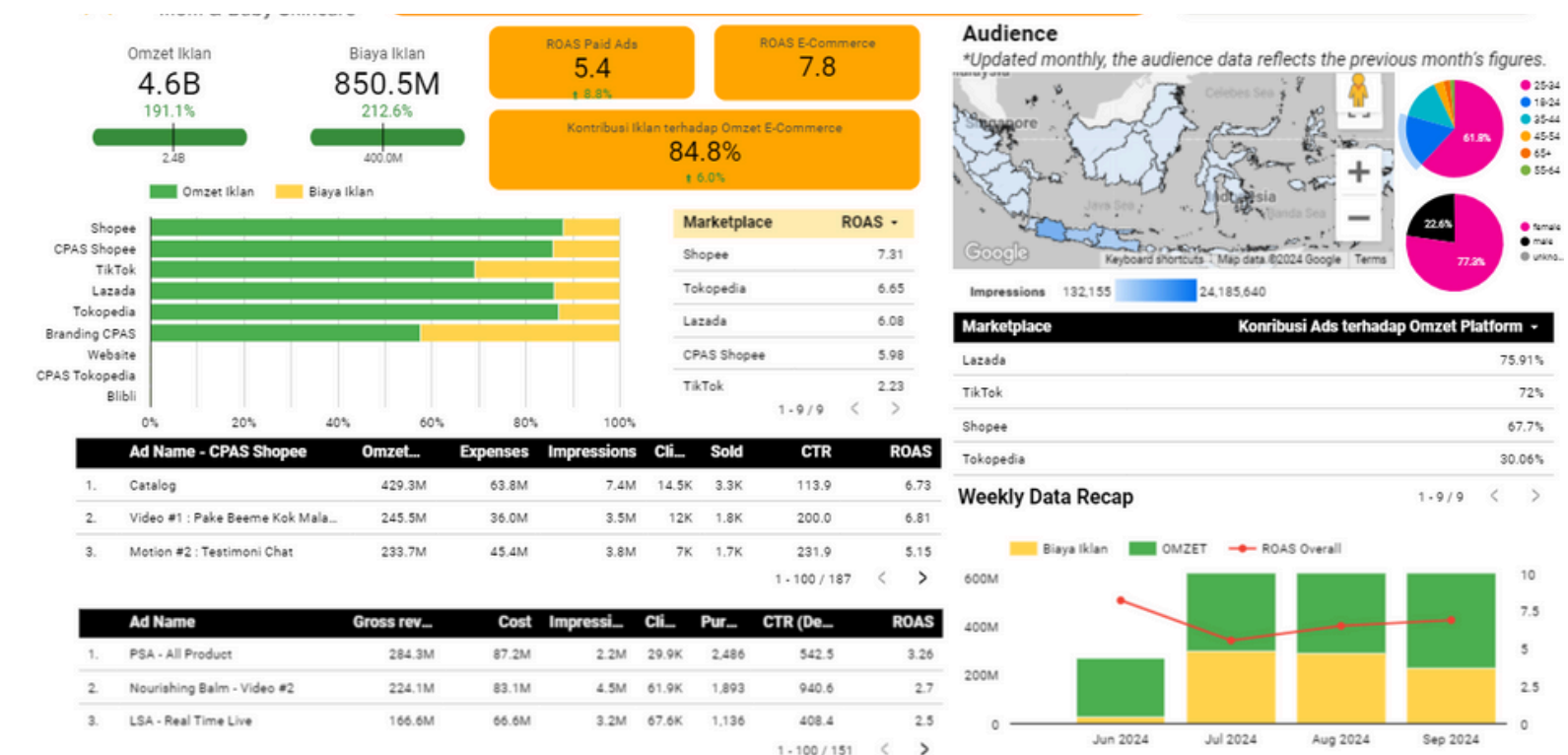
Objective: Make Data Visualization Better for Clearer Insights and Smarter Decisions for ALL Department

Challenge:

- Data is all over the place, making it hard to gather and visualize properly.
- Current visuals are too complicated, which confuses people.
- Different stakeholders have varying levels of comfort with data, leading to mixed interpretations.

Solution:

- Centralize Data: Bring all the data together in one place to make it easier to access and visualize.
- Simplify Visuals: Create straightforward and user-friendly visuals that focus on the important stuff without overwhelming anyone.
- Offer Tailored Training: Provide training sessions based on the different skill levels of stakeholders to help everyone understand the visuals better.



* The data above is dummy.

INDIVIDUAL PROJECT

Data Visualization

Objective:

Create a management-level dashboard that consolidates marketing, sales, inventory, and product data into a single source of truth, allowing leadership to track performance, identify risks, and evaluate growth milestones through real-time visualization.

Challenge :

- Manual & Time-Consuming Reporting
- Business performance data was spread across multiple platforms
- Dashboards showed numbers but lacked KPI benchmarks, milestones, and performance signals needed to identify issues and take action quickly.

Solution :

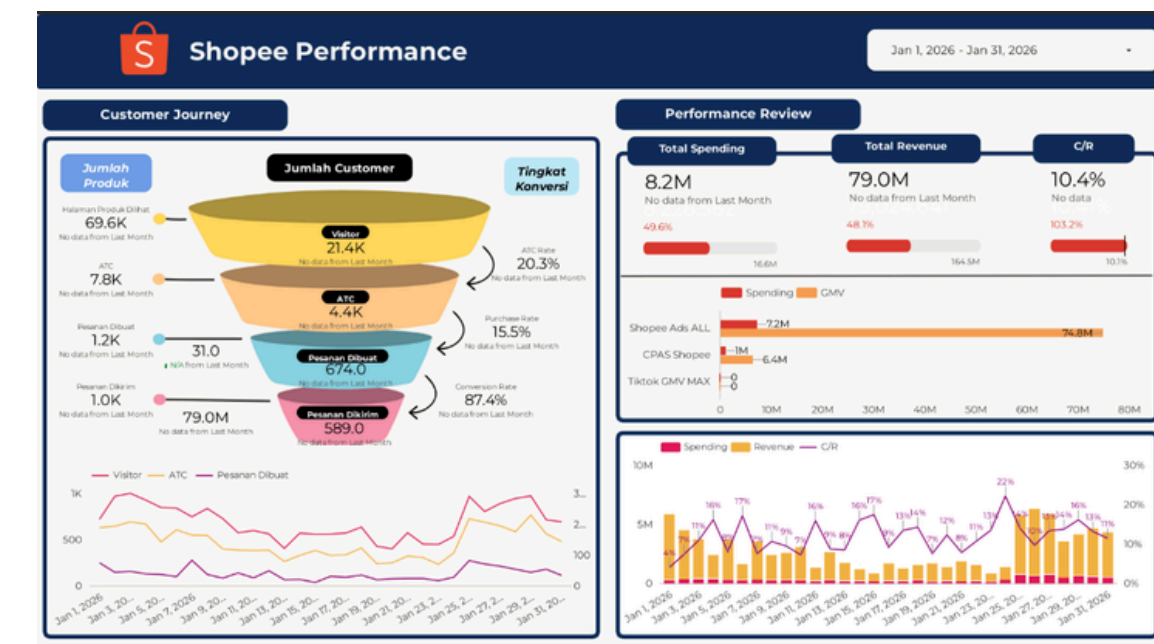
- Centralized Business Dashboard
- Business-Driven KPI Framework
- Automated & Real-Time Data Updates with Action-Oriented Visual Design



* The data above is dummy.

INDIVIDUAL PROJECT

Data Visualization



Click this link to see
full dashboard

LOOKER PORTOFOLIO

Marketplace

BEEME

Marketplace Management

Objective : Increasing Sales

Challenge :

- Sales have been stagnant for the past 6 months.
- Live sessions frequently face violations.
- Customer saturation due to increasing competition.

Solution :

- Create more engaging programs for events like Twindate, Payday, and Beeme Day.
- Enhance the quality and content of Live sessions.
- Improve the product catalog's appearance for better browsing experience.
- Expand audience reach by targeting niche cosmetics, specifically skincare.

+50%

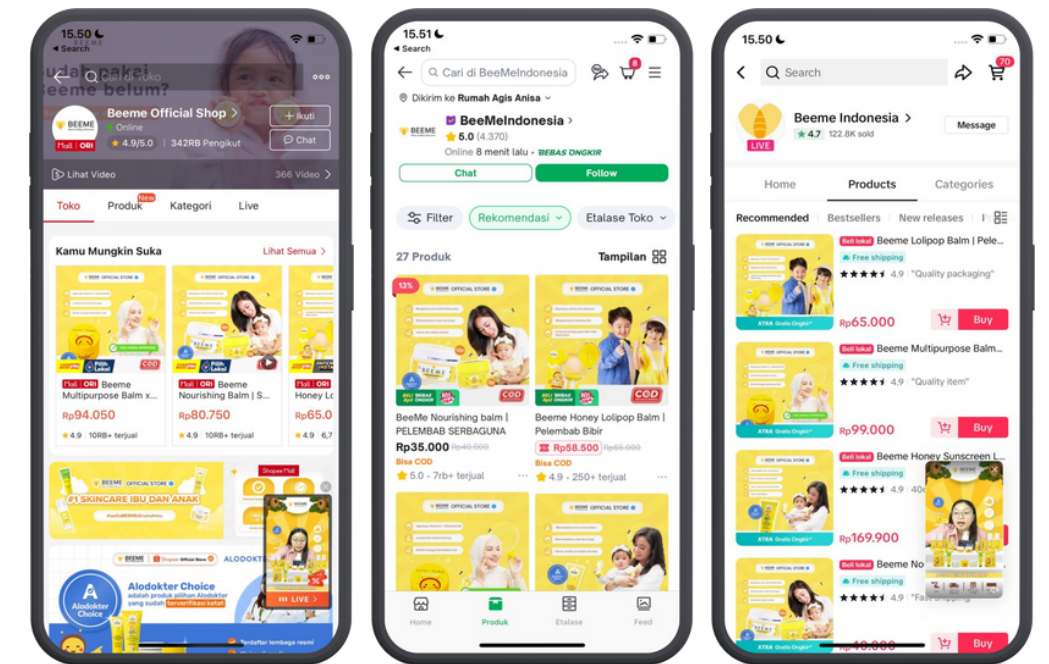
TWINDATE's and
Payday Revenue

+24%

Revenue from
last year

+7x

TikTok LIVE's Revenue
from last quarter



Before



After



KOL

BEEME

KOL Management

Objective : Increase brand awareness and reach an adult audience through niche cosmetics.

Challenge :

- No clear system for choosing KOLs, so the views from 400 KOLs haven't hit 1M.
- Audiences are still unsure about using baby products for adults

Solution :

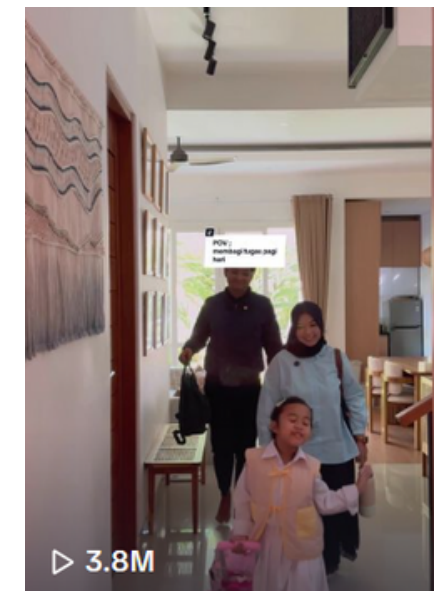
- Sistem scoring dalam seleksi KOL, serta penentuan KPI untuk Create a scoring system to pick KOLs and set clear KPIs for the team.
- Refresh and personalize the KOL briefs.
- Partner with skincare experts for better results.

+20x
Total Views

-75%
Cost per Views



BEEME
Mom & Baby Skincare



**Thank
you.**