

ANISA NUR AGIS

Digital Growth & E-Commerce Lead | Marketplace, Performance Marketing, Business Intelligence

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PROFILE

Growth and e-commerce leader with 4+ years in digital agencies and a consumer brand. Leads teams of 3 to 10+ people, manages media budgets of up to IDR 10 billion a month across FMCG, fashion, fragrance, and health clients, and owns marketplace P&L drivers: revenue, media efficiency, CAC, and repeat rate. Builds the reporting systems behind the decisions, from board-level dashboards to daily operating views. Seeking a Digital Growth, E-Commerce, or Marketing Analytics management role in a large consumer or retail organisation.

SELECTED RESULTS

- **+67% ROAS and -47% cost per purchase** on Beeme paid ads (vs previous quarter), by testing budget cuts of up to 50% while sales held steady and splitting campaigns by funnel stage, promo, and product.
- **7x TikTok LIVE revenue, +50% Twindate and Payday revenue, +24% revenue year on year** on Beeme marketplaces, with campaigns built around Twindate, Payday, and Beeme Day.
- **20x total KOL views and -75% cost per view** after replacing ad-hoc KOL picks with a scoring system and clear KPIs (vs previous quarter).
- **+14% revenue and -66% cost-to-revenue after a 50% ads budget cut** for Alchemist Fragrance, by moving budget to Shopee and to products with good conversion, margin, and stock.
- **+265% GMV at ROAS above 13** on marketplace ads (RevoU client projects), a 148% improvement in ROAS.

PROFESSIONAL EXPERIENCE

MGDverse (PT Mitra Generasi Digital) | Digital marketing consultant

Data & Business Intelligence Consultant

January 2026 to present

- Design reporting systems and executive dashboards for enterprise, agency, and brand clients in Power BI, Looker Studio, Google Sheets, SQL, and Python.
- Built a centralised Looker Studio and Google Sheets reporting system for a government-linked institute (KAI x LAPI), giving senior stakeholders real-time performance visibility.
- Translate business requirements into data models, KPI definitions, and decision-ready reports. Other clients: Hijab Princess, Eunji Korean, Bahas Studi.

Supervisor Growth Hacker

April 2025 to December 2025

- Led 3 Growth Hackers and a multi-industry portfolio with up to IDR 10 billion in monthly media budgets across FMCG, fashion, fragrance, events, and hospitality.
- Built full-funnel growth strategies and worked with performance optimisers to plan, run, and optimise campaigns on Meta, Google, and TikTok.
- Clients included Tentang Anak, Expert Care, Eiger Adventure, Exsport, Alchemist Fragrance, Sevenpreneur, and an aesthetic clinic. Results included +56% ads revenue and +52% ROAS (Eiger website and app) and +43% ads revenue with +18% ROAS (Tentang Anak), vs previous quarter.

Beeme Skincare (PT Serikat Raja Lokal) | Mother and baby skincare brand

E-Commerce Manager

June 2024 to March 2025

- Led end-to-end e-commerce and marketing across positioning, campaigns, promotions, KOL and affiliate programmes, live streaming, and CRM. Marketplace revenue +24% year on year, 7x TikTok LIVE revenue.
- Led four teams of 10+ people (E-Commerce, KOL and Affiliate, Live Streaming, CRM) against shared commercial targets, and owned revenue growth, media efficiency, CAC, repeat rate, and content performance.
- Raised paid-ads ROAS by 67% and cut cost per purchase by 47%. Built a KOL scoring system that delivered 20x total views at 75% lower cost per view.
- Set annual and quarterly growth roadmaps from business objectives, market trends, competitor analysis, and consumer insight, and coordinated Creative, Product, Operations, and Sales to deliver them.

Business Intelligence Lead (held alongside the E-Commerce Manager role)

June 2024 to November 2024

- Built the central data and reporting system as a single source of truth, with automated Looker dashboards for revenue, profitability, and functional KPIs.
- Presented monthly and quarterly performance reports to the Board of Directors and led five Data Analysts.

ToffeeDev | Digital marketing agency

Team Lead, Digital Marketing Strategist

May 2023 to May 2024

- Led six strategists building full-funnel strategies for 10+ clients across B2B, fashion, FMCG, SaaS, F&B, hospitality, and health, with an aggregate media budget above IDR 1 billion.
- Scaled client media budgets by up to 100x within a year by finding growth opportunities and improving landing-page conversion.

- Led the strategy team to a 100/100 KPI score and a 16% year-on-year improvement in departmental performance.

RevoU | Tech career accelerator

Digital Marketing Account Coordinator

September 2022 to April 2023

- Mentored student teams running paid campaigns on Facebook Ads, Google Ads, and Shopee and Tokopedia ads for clients in sports, technology, e-commerce, and health.
- Achieved +265% GMV and ROAS above 13 through weekly and monthly performance reviews and campaign optimisation.

Section Manager, Fullstack Digital Marketing Program

December 2021 to August 2022

- Coordinated 18 industry instructors and 12 team leads for 140 students, keeping a 4.9/5.0 satisfaction score.

EDUCATION

Institut Teknologi Bandung (ITB)

August 2017 to July 2021

Bachelor of Engineering, Bioenergy and Chemurgy Engineering. GPA 3.29/4.00. First place, Pertamina Space Up 3.0 industrial case competition (ASEAN).

SKILLS

Growth and strategy: full-funnel growth, e-commerce growth, annual and quarterly planning, P&L drivers, consumer and market analysis, KOL, affiliate, and live commerce

Performance media: Meta Ads, Google Ads (Search, Display, YouTube, App), TikTok Ads, Shopee, Tokopedia, Lazada, TikTok Shop, and Bilibili ads, media planning, A/B testing

Analytics and BI: Looker Studio, Power BI, SQL, Python, Advanced Excel, Google Analytics 4, Google Apps Script, executive reporting

Leadership: team leadership (up to 10+ people), mentoring, cross-functional delivery, stakeholder and client management

Tools: HubSpot, Notion, Trello, Google Workspace, Microsoft Office

CERTIFICATIONS AND LANGUAGES

RevoU Full Stack Digital Marketing · Microsoft Power BI Data Analyst, DataCamp · Data Analyst Associate, DataCamp · SQL Associate, DataCamp · Google Search Ads, Skillshop · Digital Advertising, HubSpot Academy

Languages: Indonesian (native) · English (professional working proficiency)