Alif Al Azis Litiloly

Performance & Growth Marketing Manager | Conversion Tracking (CAPI) · Marketing Automation · Southeast Asia

Jakarta, Indonesia · Open to relocation (Singapore, Malaysia, Australia) · Available for remote work

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PROFILE

Performance and growth marketer with 3+ years of experience across Indonesia, Malaysia and Norway, in property, fashion, e-commerce and healthcare. Manages paid media budgets of up to USD 28,000 per month across Meta, TikTok and Google, and drove IDR 15 billion (about USD 830,000) in property sales in a single quarter. Builds the measurement and automation layer myself: server-side conversion tracking that sends offline sales events back to ad platforms, a multi-client reporting SaaS, and a sales CRM.

CORE SKILLS

- **Paid media:** Meta Ads (Sales, Lead Gen, Click-to-WhatsApp, CPAS), TikTok Ads, Google Ads (Search, Display), Shopee Ads, RCTI+
- **Measurement and analytics:** Meta Conversions API, TikTok Events API, offline conversion tracking, Google Tag Manager, GA4, Looker Studio, Google Sheets
- **Experimentation:** landing-page and creative A/B testing, structured creative grid tests, funnel and checkout audits
- **Automation and CRM:** n8n, webhooks, WhatsApp API, automated lead routing, Kommo CRM, Mailchimp
- **Web and e-commerce:** Shopify, WordPress, landing pages (HTML/CSS), Semrush, Ahrefs
- **Build:** PHP, JavaScript, Supabase, AI-assisted development
- **Leadership:** budget planning and allocation, KPI setting, briefing creative teams, freelancers and agencies

SYSTEMS I BUILT

Property lead-to-closing tracking pipeline | n8n, Meta CAPI, TikTok Events API

- Built a 189-node workflow that turns WhatsApp chats and web forms into tracked leads, using promo codes as event IDs.
- Auto-assigns each lead to a sales rep by round robin and notifies them on WhatsApp.
- Sends every funnel stage (response, visit appointment, site visit, booking, closing) back to Meta and TikTok with SHA-256 hashed user data and Click-to-WhatsApp IDs, so campaigns optimize for buyers, not cheap leads.
- Deployed at Landhouse Property with automated lead routing to sales, cutting cost per qualified lead by 60–70%.

AdsMatrixs: multi-client marketing reporting SaaS | PHP, JavaScript | app-performance.adsmatrixs.com

- One private dashboard per client, pulling Meta, TikTok (ads and organic), Google Search Console, Shopify and social data on a scheduled refresh.
- KPI targets, daily alerts, history archive, presentation mode and one-click PDF/PPT export replace manual weekly reports.
- Secured with per-client sessions, captcha, login lockout and hashed passwords; a command-line tool onboards a new client in minutes.
- Live with 5 client accounts, each with its own private dashboard.

Sales CRM for property teams | Supabase, PWA

- Mobile-installable CRM with a realtime lead inbox, WhatsApp sending through n8n, lead reassignment and call logs.
- Supabase Auth with row-level security so each rep sees only their own leads.

EXPERIENCE

Digital Marketing Specialist
Aug 2026 – Present

Live Longer AS (Healthcare, Norway) · Freelance, remote

- Raised Meta Ads ROAS by 60–70% and CTR by up to 70% through audience restructuring, creative testing and budget reallocation.
- Grew total store traffic by 20–25% with TikTok Ads.
- Aligned ad creative with the brand's science-led premium positioning, working with brand strategists, designers and video editors.

Growth Marketing Manager
Feb 2026 – Jun 2026

PT Duta Kreasi Indonesia (Landhouse Property) · Full-time

- Drove IDR 15 billion in sales in Q1 2026, matching the developer's full-year 2025 sales.
- Built offline conversion tracking (n8n with Meta, Google and TikTok Conversions APIs) and automated lead routing to sales, cutting cost per qualified lead by 60–70%.
- Ran landing-page and creative A/B tests across channels: Meta CPL down 15–20%, Google conversion rate up 20–25% and Google CPL down 10–20%.
- Set up the company's first ROI measurement framework for offline events and booth activations.
- Led a team of 4 (designer, video editor, 2 content staff) and managed a monthly budget of IDR 400–500 million (about USD 22,000–28,000) across Meta, Google and TikTok, plus offline advertising: billboards and booth activations at bank-hosted events.

Digital Marketing Specialist
Aug 2025 – Present

PT Baron Makmur Ellerindo (Isago Jewels, Jewelry) · Full-time, now freelance

- Delivered 6–12x ROAS on Meta purchase campaigns and up to 14x on Meta CPAS for Shopee.
- Ran TikTok and RCTI+ awareness campaigns that cut TikTok CPM by 10–20% and built retargeting pools.
- Rebuilt the Shopify path from ad click to checkout and audited landing pages, cutting drop-off by 10–15%.
- Ran structured grid tests for new collection launches and wrote creative briefs from ad-fatigue and attribution data.
- Replaced manual reporting with an automated performance dashboard (AdsMatrixs).

Digital Marketing Supervisor
Jul 2025 – Present

PT Kusuma Jaya Harmoni (Senopati at Tigaraksa, Property) · Freelance

- Built the lead generation funnel for subsidized housing bookings, from social discovery to WhatsApp inquiry, at a cost per lead of IDR 4,000–8,000 (about USD 0.22–0.45).
- Cut Meta CPL by a further 15–20% in May 2026 through creative testing and weekly budget reallocation.
- Closed 4 home sales from ad leads in Aug 2026, worth about USD 45,000–65,000 in total (IDR 800 million–1.2 billion).
- Led a creative team of graphic designers and video editors; coordinated external agencies, vendors and the mortgage (KPR) team; aligned organic content with paid ads.

Freelance Performance Marketing Consultant Jan 2023 – Mar 2026

Independent consultant running paid media and lead generation for several clients at once, across 9 brands in Indonesia and Malaysia: Ikon Tenjo (property developer, Jan 2023 – Mar 2026), Mooeishop (fashion, Mar 2024 – Mar 2026), The Home Signature (property developer), Cerita Rumah Jakarta (property agency), Kira Souvenir (merchandise), Onebel Park (mall and apartments), Esa Property (property developer), Property Nusantara (property agency), Repro (furniture, Malaysia).

- The Home Signature: built a Click-to-WhatsApp funnel and held CPL at IDR 35,000–45,000 (about USD 2.00–2.50) while scaling budget.
- Mooeishop: reached up to 12x ROAS on Meta CPAS and up to 7x on Shopee Ads; cut Meta CPL by 15–25%.
- Ikon Tenjo: as digital supervisor, cut CPL by 10–15% on Meta and 25–30% on TikTok.
- Kira Souvenir: improved Google Ads cost per conversion by 20–25%.

Digital Marketing Supervisor May 2023 – Dec 2024

PT Duta Kreasi Indonesia (Landhouse Property) · Full-time

- Grew total sales 150% in 2024 versus 2023, at 17x ROAS on ad spend.
- Initiated the shift of marketing budget from offline to digital channels, cutting offline marketing costs by 40–50% in 2024.
- Managed a monthly ad budget of IDR 100–200 million (about USD 5,500–11,000) across Meta, Google and TikTok.

EDUCATION AND CERTIFICATIONS

Bachelor of Management (Marketing) 2014 – 2020

UIN Syarif Hidayatullah Jakarta

- RevoU Full Stack Digital Marketing (2022)
- MySkill Academy Intensive Bootcamp Digital Marketing (2022)
- Google: Advanced Google Analytics, Google Tag Manager Fundamentals, Introduction to Data Studio (2022)
- Google Digital Garage: IAB Digital Marketing and Media Foundation (2022)

ADDITIONAL INFORMATION

- **Languages:** Indonesian (native), English (intermediate)
- **Work rights:** Indonesian citizen; requires visa sponsorship for Singapore, Malaysia and Australia; available immediately for remote roles
- **References:** available on request