

Shafa Abid Istihsan

Social Media Strategist | Brand Growth & Content Marketing

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PROFESSIONAL SUMMARY

Social media strategist with 5+ years of hands-on experience growing brands from zero to viral. Proven track record in content strategy, KOL management, paid social, and marketplace — across edutech, FMCG, and haircare industries. Experienced leading cross-functional teams and running end-to-end campaigns. Currently open to remote opportunities where I can help brands build meaningful digital presence.

WORK EXPERIENCE

Marketing Communication Specialist · PT. Rodalink Indotama (Polygon Group)

November 2024 – May 2025 | Sidoarjo, East Java · On-site

- Managed Meta Ads campaigns, improving CTR from 1.5% to 2.5% — a 67% increase in ad performance
- Grew Instagram account by 2,000+ followers organically within 3 months
- Handled marketing communications across digital channels for one of Indonesia's leading bicycle brands

Brand Marketing Supervisor · PT. Inovasi Teknologi Kosmetika (Kelaya Hair Treatment)

November 2023 – July 2024 | Surabaya, East Java · On-site

- Led a team of 5 across KOL, content, CRM, and affiliate divisions
- Helped Kelaya secure Top 4 position in personal care category at Top Brand Award Index
- Drove consistent monthly sales growth of 10%+ for 3 consecutive months through integrated digital campaigns
- Managed marketplace strategy and performance across key platforms

Digital Marketing & Branding (Freelance) · Interaksi Digital Agency

May 2023 – May 2025 | Malang, East Java · Remote

- Managed social media for 10+ clients including Munching Queen, Paktukang, Wonderjus, Oleca, Griya Madukara, etc.
- Developed branding strategy, content creation, scheduling, and analytics reporting per client

Social Media Specialist · PT. Belajar Sepanjang Hayat (BelajarLagi)

November 2021 – November 2023 | Remote

- Built BelajarLagi's social media presence from near-zero to a nationally recognized brand
- Grew Twitter/X to 80,000+ followers with content reaching millions of views per thread
- Grew LinkedIn to 11,000+ followers through consistent thought leadership content
- Increased potential leads for FSDM Bootcamp by 24.4% through targeted social campaigns

Chief of Marketing Communication · Bagibacaan.com (NGO)

February 2022 – February 2023 | Malang, East Java · Remote

- Grew Instagram engagement rate by an average of 5% monthly
- Led a social campaign that filled all volunteer slots for 'Ruang Mengajar' event within a single day

Marketing & Branding Specialist · Taktically Agency

November 2020 – October 2021 | Surakarta · Remote

- Produced 100+ photo and video content pieces for Instagram and TikTok
- Grew LinkedIn account to 1,000+ followers organically in 9 months

Growth Marketing Intern · PT. Sampingan Mitra Indonesia

September – December 2020 | Jakarta · Remote

- Screened and qualified 100+ leads via HubSpot for client acquisition pipeline
- Wrote LinkedIn copy and supported data input for growth team

EDUCATION

Brawijaya University · Bachelor of Business Administration (GPA: 3.6/4.0)

2018 – 2022

- 1st Place – Marketing Plan Competition, Today's Marketing 2020 (IMA Universitas Diponegoro)
- Thesis: Pengaruh Social Media Marketing terhadap Brand Awareness dan Usage Decision pada Flip.id
- Media Officer, Student Election FIA UB (2019) · Business Development Staff, Student Entrepreneur Center (2019–2020)

SKILLS & TOOLS

Social Media & Content

Instagram · TikTok · Twitter/X · LinkedIn · Threads · Content Planning · KOL Management · Community Building

Ads & Analytics

Meta Ads Manager · Social Media Analytics · Marketplace Ads

Marketing & Strategy

Brand Strategy · FMCG Marketing · Affiliate Marketing · Marketplace Management · Campaign Planning · Team Leadership

Tools

Canva · Notion · Google Workspace · Microsoft Office · HubSpot · Hootsuite

LANGUAGE

Indonesian — Native **English** — Intermediate (Professional Working Proficiency)