

Dear HR Manager,

With **over 10 years of experience** driving digital transformation across high-growth tech startups and national media corporations, I have mastered the art of scaling platforms to billions of views and millions of dollars in revenue. I am writing to express my strong interest in a Digital Marketing leadership position at your company.

Currently, as the **Digital Marketing Department Head at Moji (EMTEK Group)**, I lead the digital ecosystem for all Moji program categories and the sports channels for SCTV and Indosiar. My strategic oversight delivered an unprecedented **7 billion views, 290 million interactions**, and **2.1 million new followers** across all platforms. In parallel, I serve as a **Talent Manager for 17 Indonesian National Volleyball athletes**, integrating elite athlete branding with high-performance digital strategies.

My decade-long career is rooted in a strong technical foundation built during my **8-year tenure at Pricebook**. From serving as a Content Marketing Manager to becoming the Digital Marketing Lead, I architected social strategies with **6% CTR** and optimized **CPA below IDR 1K**. These roles were instrumental in driving Pricebook to become **Indonesia's #10 Most Engaging Brand on Instagram** in 2020 and contributing to over **IDR 150 billion in revenue**.

Key highlights I bring to your team:

- **AI-Powered Technical Execution:** Actively integrating **AI tools to automate content production, optimize SEO metadata, and perform advanced social media sentiment analysis**, resulting in higher efficiency and more precise targeting.
- **Massive Scale & Innovation:** Proven ability to manage accounts with **7B+ views** and launch first-of-their-kind projects like the **Moji Volleyball Awards**.
- **Omnichannel Expertise:** Deep experience in SEO/SEM, CRM automation (**HubSpot/MoEngage**), and full-funnel affiliate marketing (CPA/CPS).
- **Leadership:** Successfully managing cross-functional teams of **15+ internal staff** and **90+ freelancers**.

I am a results-oriented leader who thrives in both fast-paced tech environments and structured corporate settings. I look forward to discussing how my expertise and AI-integrated strategies can drive significant growth for your organization.

Sincerely,

Adam Rinaldi Saputra

Adam Rinaldi Saputra

Digital Marketing Expert | 10+ Years Experience | Growth Strategist
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PROFESSIONAL SUMMARY

Visionary Digital Marketing Leader with **over 10 years of experience** specializing in massive audience scaling and high-performance growth. Proven record in generating **7 Billion+ annual views** and driving over **IDR 100B in cumulative revenue**. Expert in **AI-driven marketing automation**, managing full-scale media operations. Accomplished in bridging technical startup agility (Pricebook) with large-scale corporate strategic oversight (EMTEK).

STRATEGIC TECHNICAL SKILLS

- **AI & Future Tech:** AI Content Automation (LLMs), **GEO (Generative Engine Optimization)**, and Custom AI Prompt Engineering for Marketing.
- **Growth & Performance:** Full-funnel optimization, Affiliate Marketing (CPA, CPS, CPO), and Revenue Pipeline Contribution.
- **Data Intelligence:** Advanced Google Analytics (GA4), Search Console, and **Custom Performance Ads Dashboarding**.
- **Search Authority:** Technical & On-Page SEO, **GEO Strategy**, and Editorial Calendar Management.
- **Marketing Technology:** CRM (MoEngage, HubSpot, Zendesk), **CANVAS Automation**, and Marketing Automation.
- **Leadership:** Managing teams of **15+** using Agile methodology (Jira, Asana).

PROFESSIONAL EXPERIENCE

Digital Marketing Department Head | PT Omni Intivision (Moji) - EMTEK Group *October 2022 – Present*

- **Full Category Ownership (Moji):** Directing end-to-end digital strategy for all Moji program categories.
- **Sports Category Lead (SCTV & Indosiar):** Responsible for digital growth of sports programming for SCTV and Indosiar.
- **Scale & Performance:** Achieved **7 Billion Views**, **290 Million Interactions**, and **2.1 Million Follower Growth** in 2024.
- **AI Innovation:** Developed a **Performance Ads Dashboard** to unify multi-channel data for real-time ROI monitoring and decision-making.

Talent Manager | MOSVA Professional Sports Representation 2024 – Present

- **Talent Management:** Managing branding and commercial contracts for **17 Indonesian National Volleyball athletes**.
- **AI Implementation:** Created **CANVAS Caption Generator MOSVA**, an AI-powered tool to automate high-engagement social media copy for athletes' digital presence.

Digital Strategy Manager | Pricebook.co.id (O2O Tech Platform) August 2019 – September 2022

- **Market Recognition:** Led the brand to become **Indonesia's #10 Most Engaging Brand on Instagram (2020)**.
- **Revenue Performance:** Contributed to over **IDR 100 billion in revenue** through optimized digital funnels.
- **Team Leadership:** Managed 15+ staff across Content, Design, and Campaign teams

Digital Marketing Lead | Pricebook.co.id February 2018 – August 2019

- **Campaign Optimization:** Achieved **6% CTR** and **CPA below IDR 1K** through data-driven social paid strategies.
- **Revenue Generation:** Contributed **IDR 50B revenue** through online leads via organic and performance marketing.

Content Marketing Manager | Pricebook.co.id February 2015 – January 2018

- **Operational Scale:** Managed **90+ freelancers** and supervised the publication of **3,000+ content pieces**.
- **SEO Excellence:** Achieved record-breaking website visits and Page Views through advanced technical SEO.

(Previous role as Data Analyst from 2014-2015, achieving 1000% website database growth)

EDUCATION

- Bachelor of Management | Universitas Terbuka (Online Class 2021 – Present)
- Informatics Engineering | Tama Jagakarsa University (2012 – 2015). Stopped halfway due to financial problems.

Reference

- Ali Reza - ex-Head BD from the previous company
- Hadi Ariawan - ex CTO from the previous company
- Rizal Akbar - ex COO from the previous company