

Yusuf Mulyana

Digital Marketing Strategist

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A digital marketer who cares about one thing: turning ad spend into revenue you can actually see. Five years across paid media, strategy, content, and delivery, from e-commerce campaigns that reached more than 20x ROAS to lead generation for multi-dealer groups in automotive, fashion, hospitality, and Web3.

PROFESSIONAL EXPERIENCE

RemoHires • Full Stack Marketer (Remote)

Dec 2024 to Present

Offshore outsourcing for the U.S. home service industry

- Dug into the market and the competition, then turned what I found into a 15-page marketing strategy the whole team could actually act on.
- Planned and wrote briefs for three to four social posts every week, keeping the brand voice consistent and the schedule on track.
- Wrote SEO-friendly copy for more than ten website pages, from the homepage to blog articles, working hands-on in Figma.
- Grew qualified leads by 20% with lead magnet campaigns and steady A/B testing across Meta and Google Ads.

PT Meraki Surya Perdana • Project Manager (Hybrid)

Apr 2023 to Nov 2024

Digital marketing agency for small to mid-sized business

- Set the scope, goals, and deliverables for eight to ten clients at once in a fast-moving agency.
- Ran the plans, timelines, and monthly budgets above IDR 50 million while leading a team of four to five people.
- Hosted monthly client reviews to keep performance on target and relationships strong, which kept clients coming back.

Mierakigai • Digital Marketing Strategist (Hybrid)

Apr 2022 to Mar 2023

Digital marketing consultant for small to mid-sized business

- Built three to four client-acquisition pitch decks a month, using B2B angles that brought in 10 to 20% quality leads.
- Researched and shaped B2B strategies for industries like textiles and agencies, helping drive 20 to 30% revenue growth.
- Owned lead generation across very different sectors, including motorcycle dealerships and the agency's own pipeline.

CERTIFICATIONS

- Meta Certified Digital Marketing Associate, Meta (2026)
- Meta Social Media Marketing, Coursera (2026)
- Google Analytics, Google Digital Academy
- Learn Etsy from a Top 1% Seller, Udemy (2023)
- Google Ads for Beginners, Coursera (2022)

EDUCATION

Bachelor of English Literature, Journalism

Pasundan University • 2016 to 2021

TECHNICAL SKILLS

Google Ads • Meta Ads • GA4 • HubSpot • Notion •
Figma • Canva • Shopify • Etsy