

Candra Reza Prasetya Gannes

Performance Marketing & Growth Manager | SEO, SEM, Paid Media & Marketing Automation

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Summary

Growth Marketing Manager with **6+ years of experience** driving acquisition, conversion, and revenue through **data-driven SEO, SEM, and performance marketing**. Experienced in scaling full-funnel growth across paid media, organic search, and CRM automation. Skilled in translating analytics into actionable strategies that improve **GMV, ROAS, and marketing efficiency**. MBA with hands-on expertise in **MarTech, attribution, and growth experimentation**.

Profiles

[LinkedIn](#)

[TikTok](#)

[GitHub](#)

[Instagram](#)

Experience

H&M

Performance Marketing Manager

Jakarta, ID

Aug 2024 - Feb 2026

- Led multi-channel performance marketing campaigns across **Google Ads, Meta Ads, and TikTok Ads** to drive app installs and e-commerce traffic.
- Optimized campaigns using **CPA, ROAS, CPI, and CLTV** metrics to improve acquisition efficiency.
- Managed digital marketing budgets and performance reporting to maximize ROI.
- Analyzed attribution and user behavior data to identify growth opportunities and improve conversion.
- Collaborated with cross-functional teams (E-commerce, Social, Merchandising) to execute integrated campaigns.

RedDoorz

Search Engine Optimization Specialist

Jakarta, ID

July 2022 - July 2024

- Executed SEO strategies to improve **organic traffic and search rankings**.
- Conducted keyword research, content optimization, and technical SEO improvements.
- Monitored SEO performance using analytics tools and implemented data-driven optimizations.
- Collaborated with marketing and content teams to scale organic acquisition.

Ciputra Group

Digital Marketing Lead

Jakarta, ID

April 2021 - July 2022

- Led digital marketing campaigns across **SEO, SEM, social media, and email marketing**.
- Managed CRM and marketing automation systems to improve customer engagement.
- Optimized paid media campaigns to increase qualified leads and marketing ROI.
- Achieved **260% performance growth through campaign optimization**.

KALCare (Kalbe Group)

SEO/SEM Specialist

Jakarta, ID

July 2020 - April 2021

- Implemented on-page and off-page SEO strategies to increase organic traffic.
- Conducted technical SEO audits and keyword optimization.
- Achieved **first-page Google rankings** for targeted keywords.
- Supported content teams with SEO insights and performance analysis.

Airmas Perkasa (Airmas Group)

SEO/SEM Specialist

Jakarta, ID

May 2018 - July 2020

- Improved search rankings through on-page optimization and backlink strategies.
- Conducted keyword research, SEO audits, and content optimization.
- Used **SEMrush and Google Analytics** to track performance and guide strategy.

Education

IBMT School of Business

Business Administration

M.B.A • 3.52

Surabaya, Indonesia • 2023 - 2025

IBMT School of Business

Management

B.M. • 3.40

Surabaya, Indonesia • 2022 - 2023

Institut Sains dan Teknologi Terpadu Surabaya

Information System

Diploma • 2.92

Surabaya, Indonesia • 2014 - 2018

Projects

Ciputra.Link - Marketing Automation Platform

December 2021

- Developed an internal marketing platform to support **link management, bio pages, QR codes, and campaign tracking**.
- Implemented **Salesforce API integration** to support lead generation and automated sales-customer matching.

iniKisahku – Anonymous Story-Sharing Platform

January 2026

- Built a digital platform enabling users to **share personal stories anonymously in a safe environment**.
- Designed the platform to support **emotional expression and stress relief through storytelling**.

Skills

Meta Ads

● ● ● ● ●

Google Ads

● ● ● ● ●

Tiktok Ads

● ● ● ● ○

Linekdin Ads

● ● ● ● ○

SEO Audits

● ● ● ● ●

Google Data Studio

● ● ● ● ●

Strategy Implementation

● ● ● ● ●

Return on Investment

● ● ● ● ●

Stakeholder Management

● ● ● ● ○

People Management

● ● ● ● ○

Capital Budgeting

● ● ● ● ●

Technical Audits

● ● ● ● ●

Digital Marketing

● ● ● ● ●

Strategic Planning

● ● ● ● ●

Project Management

● ● ● ● ○

Analytical Skills

● ● ● ● ●

Business Strategy

● ● ● ● ●

Business Analysis

● ● ● ● ●

Business Planning

● ● ● ● ●

Team Leadership

● ● ● ● ●

Languages

Bahasa

● ● ● ● ●

English

● ● ● ● ○