

RUBY RONALDO FAHREZA

E-Commerce & Digital Marketing Strategist

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PROFILE

E-Commerce & Digital Marketing Strategist with hands-on experience in marketplace operations, digital advertising, affiliate marketing, branding, and creative development. Focused on building sustainable growth through data-driven strategy and effective execution.

CORE SKILLS

- Business Development
- Affiliate & KOL Management
- Live Commerce Strategy
- Branding & Graphic Design
- Website Management
- Meta Ads & Google Ads
- Marketing Data Analysis
- E-Commerce Management
- Leadership & Team Management

WORK EXPERIENCE

PT. BLUE SKY INDONUSA - Jakarta
Jun 2025 - Oct 2026

E-commerce Specialist

- Managed Shopee Mall operations, campaign participation, affiliate programs, and promotional strategy.
- Improved marketplace performance through pricing optimization, voucher strategy, and traffic acquisition initiatives.

PT. SURABAYA PET SUPPLY
Mar 2022 – Jun 2025

Digital Marketing Manager

- Scaled annual e-commerce turnover from zero to IDR 5.7 Billion by 2025.
- Led a 5,000% surge in transaction volume through strategic brand & packaging development.
- Accelerated B2B distribution for "Gudang Petshop," reaching IDR 120M+/month in 3 months.

OGGIO EGG WAFFLE (Freelance)
Jan 2021 – Mar 2026

Brand Manager & Strategist

- Maintained 5+ years of market resilience and stable profitability since the pandemic.
- Spearheaded full-scale R&D and omnichannel growth across GoFood, GrabFood, & ShopeeFood.

PT. RAJA RASA SUKSES
Aug 2020 – May 2021

Digital & Creative Marketing

- Launched e-commerce presence for frozen food, reaching IDR 60M/month from a zero base.
- Produced 125+ strategic visual assets to establish brand authority and conversion.

RATU CELL
Apr 2012 – Mar 2020

Sales Specialist

Achieved consistent monthly sales of IDR 30M – 40M by mastering emotional selling and building a vast professional network through exceptional personalized service and long-term customer loyalty

EDUCATION

STID AL HADID
2015 – 2019

Bachelor of Management

Focused on Business Strategy and Operational Management while maintaining a full-time professional career.