

RUBY RONALDO FAHREZA

E-COMMERCE & DIGITAL MARKETING STRATEGIST

A PORTFOLIO OF STRATEGIC E-COMMERCE & BRAND DEVELOPMENT

Driving revenue growth and brand resilience through data-driven digital strategies.

KEY ACHIEVEMENTS



- Generated over IDR 5.7 billion in annual marketplace revenue.
- Built and scaled e-commerce operations from the ground up.
- Increased monthly revenue by 90%.
- Increased affiliate revenue by 193%.
- Increased live commerce revenue by 326%.
- Increased store traffic by 82%.
- Increased new customer acquisition by 119%.
- Achieved an advertising ROAS of 11.85.

Specialized in marketplace growth, performance marketing, affiliate ecosystem, and live commerce strategy.

EDUCATION



STID AL-HADID SURABAYA
Bachelor of Management
2015 - 2019

Graduated with a Bachelor's Degree in Management, providing a foundation in business strategy, marketing, and operational management that supports data-driven decision making and business growth.

CORE EXPERTISE

E-COMMERCE MANAGEMENT
Managing end-to-end marketplace operations, commercial strategies, and sustainable revenue growth.

PERFORMANCE MARKETING
Managing paid media strategies across Meta, Google, and marketplaces to maximize acquisition and profitability.

AFFILIATE & KOL STRATEGY
Building creator ecosystems and affiliate programs to accelerate traffic and revenue growth.

BUSINESS DEVELOPMENT
Identifying new growth opportunities and developing scalable commercial strategies.

BRANDING & CREATIVE DEVELOPMENT
Developing brand positioning and creative strategies to strengthen market competitiveness.

MARKETING DATA ANALYSIS
Leveraging data and customer insights to optimize marketing performance and business decisions.

E-COMMERCE MANAGEMENT

PT. BLUE SKY INDONUSA

Managed Shopee Mall operations and growth strategies, resulting in:

+90% monthly revenue growth

+193% affiliate revenue growth

+326% live commerce revenue growth

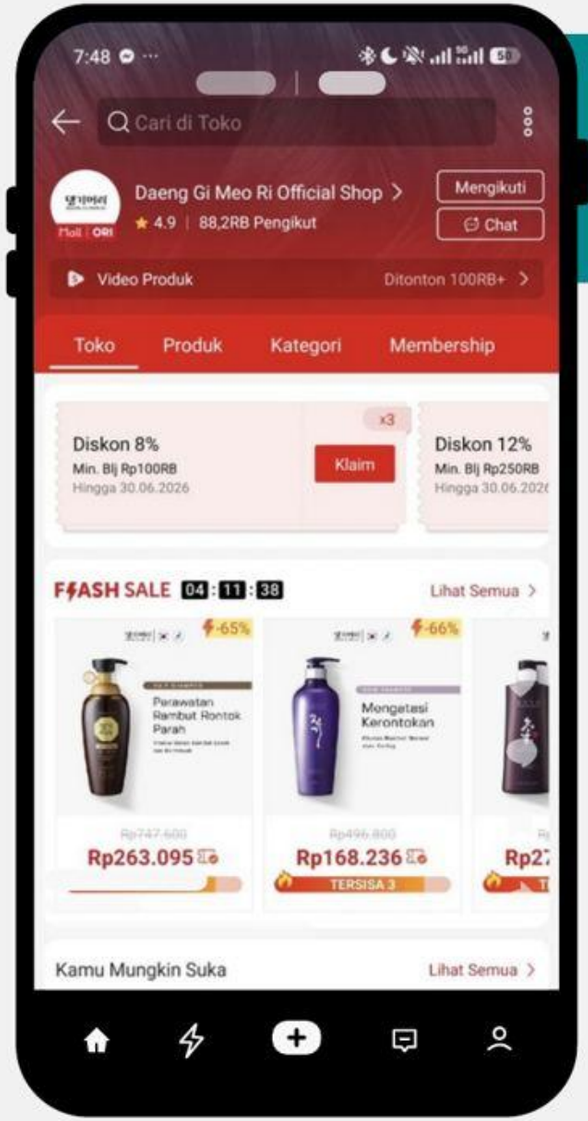
+119% new customer acquisition.

PT. SURABAYA PET SUPPLY

Built and scaled multi-brand marketplace operations:

- Generated **IDR 5.7B+** annual revenue
- Increased transaction volume by **5,000%**
- Built B2B distribution reaching IDR **120M+/month.**

E-Commerce Growth Case Study



PT. BLUE SKY INDONUSA

Driving sustainable marketplace growth through data-driven strategies and commercial optimization.

DAENG GI MEO RI | CASE STUDY

CHALLENGE

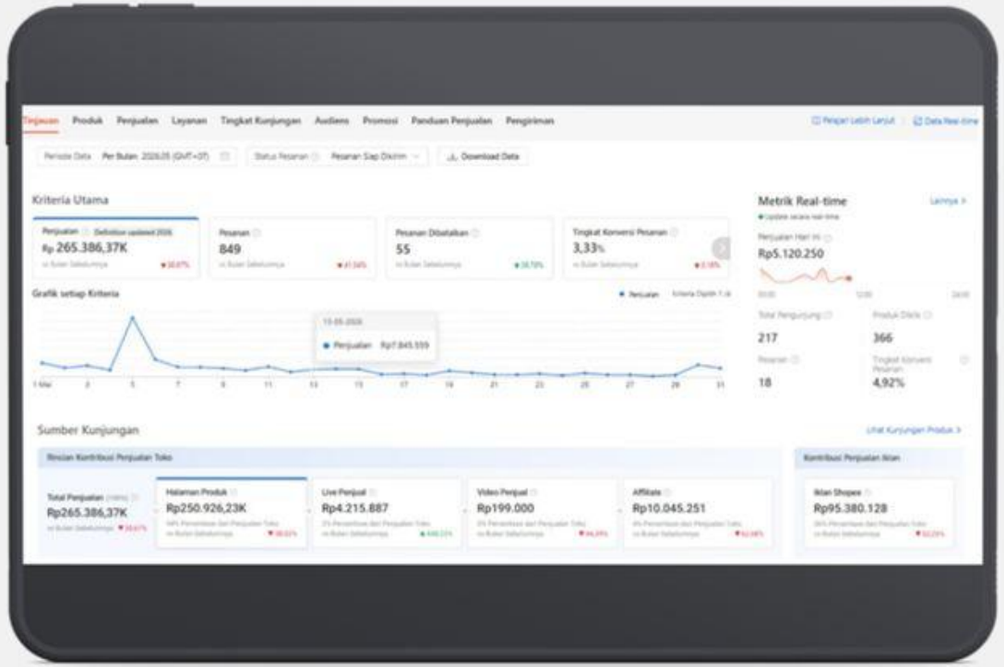
Marketplace growth was constrained by prolonged stock shortages, low affiliate contribution, and underutilized traffic acquisition channels, resulting in stagnant sales performance.

STRATEGIC INITIATIVES

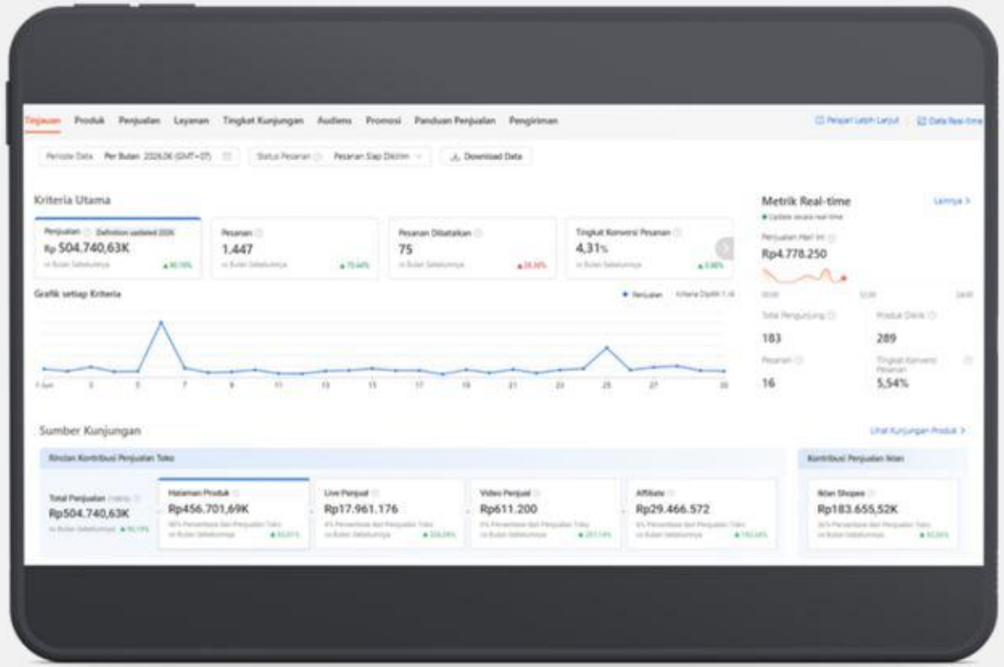
- Revamped store branding and product presentation.
- Optimized product SEO and content architecture.
- Expanded affiliate participation through commission restructuring.
- Improved advertising efficiency through performance optimization.
- Increased traffic acquisition through campaigns, live commerce, and content initiatives.
- Leveraged marketplace analytics to identify scalable growth opportunities.

E-COMMERCE GROWTH DAENG GI MEO RI

OVERALL PERFORMANCE



MAY, 2026



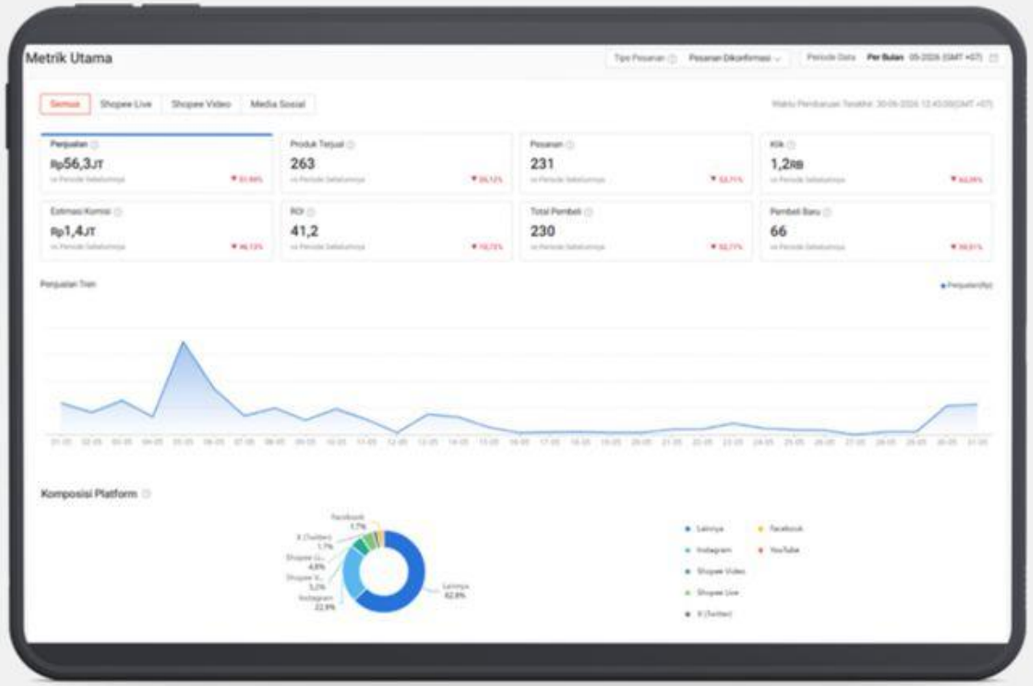
JUNE, 2026

Revenue Growth: +90.2% **Orders Growth: +70.4%** **Conversion Rate: 3.33% → 4.31%** **Live Commerce Revenue: +326.0%**
Affiliate Revenue: +193.3% **Video Revenue: +207.1%** **Advertising Revenue: +92.6%**

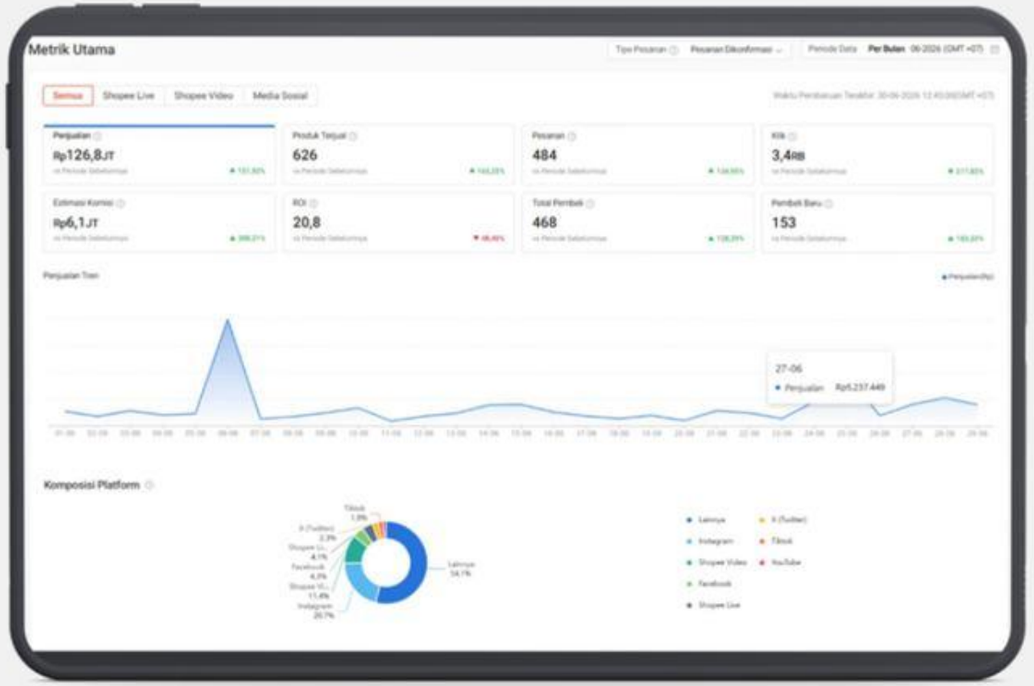
Implemented integrated marketplace growth strategies through pricing optimization, affiliate expansion, live commerce activation, and advertising efficiency, resulting in a 90% increase in monthly revenue and a significant improvement in conversion performance.

E-COMMERCE GROWTH DAENG GI MEO RI

AFFILIATE PERFORMANCE



MAY, 2026



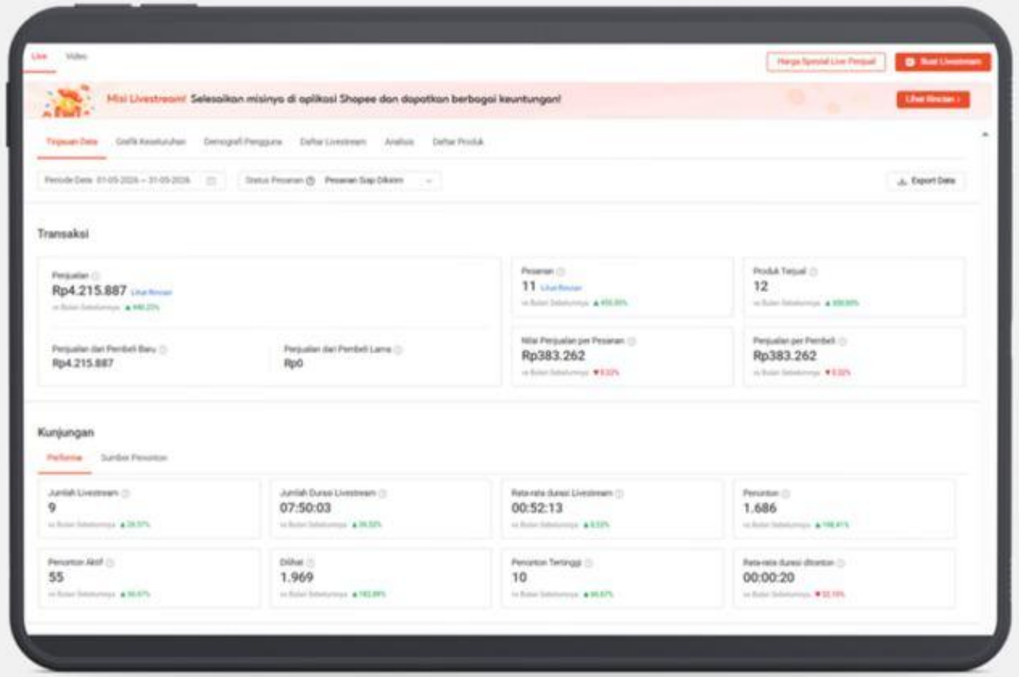
JUNE, 2026

Affiliate Revenue +125% **Affiliate Traffic (Clicks) +183%** **New Customer Acquisition +132%** **Orders doubled +110%**

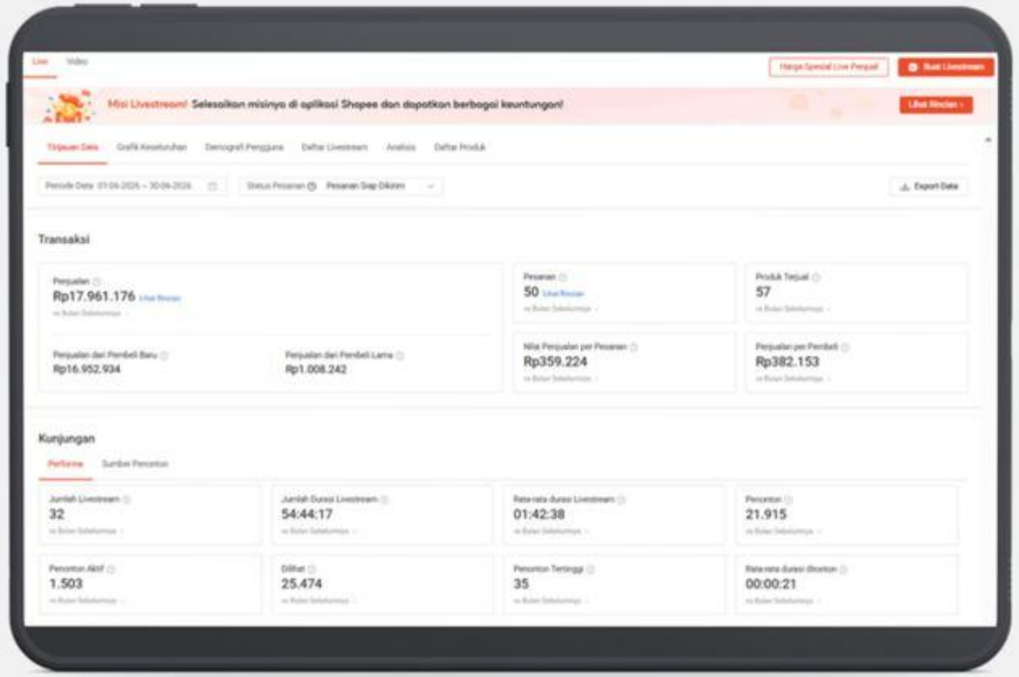
By restructuring the affiliate ecosystem through commission optimization, campaign participation, and creator activation, affiliate revenue increased by 125%, while traffic and new customer acquisition grew by more than 130%, creating a more sustainable source of marketplace growth.

E-COMMERCE GROWTH DAENG GI MEO RI

LIVE COMMERCE PERFORMANCE



MAY, 2026



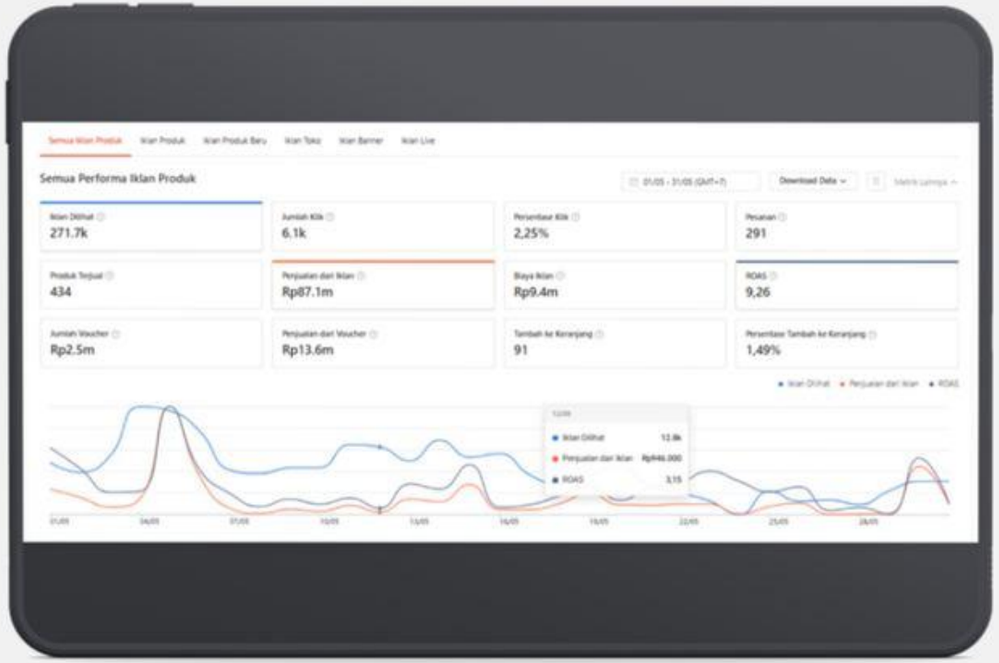
JUNE, 2026

Revenue Growth: +326% **Viewer Growth: +1,200%** **Active Viewer Growth: +2,632%** **Orders Growth: +355%**

Through consistent live streaming activities, promotional optimization, and audience engagement strategies, live commerce revenue increased by 326%, while viewer growth exceeded 1,200% and active viewers grew by more than 2,600%, significantly improving marketplace visibility and conversion opportunities.

E-COMMERCE GROWTH DAENG GI MEO RI

ADVERTISING PERFORMANCE



MAY, 2026



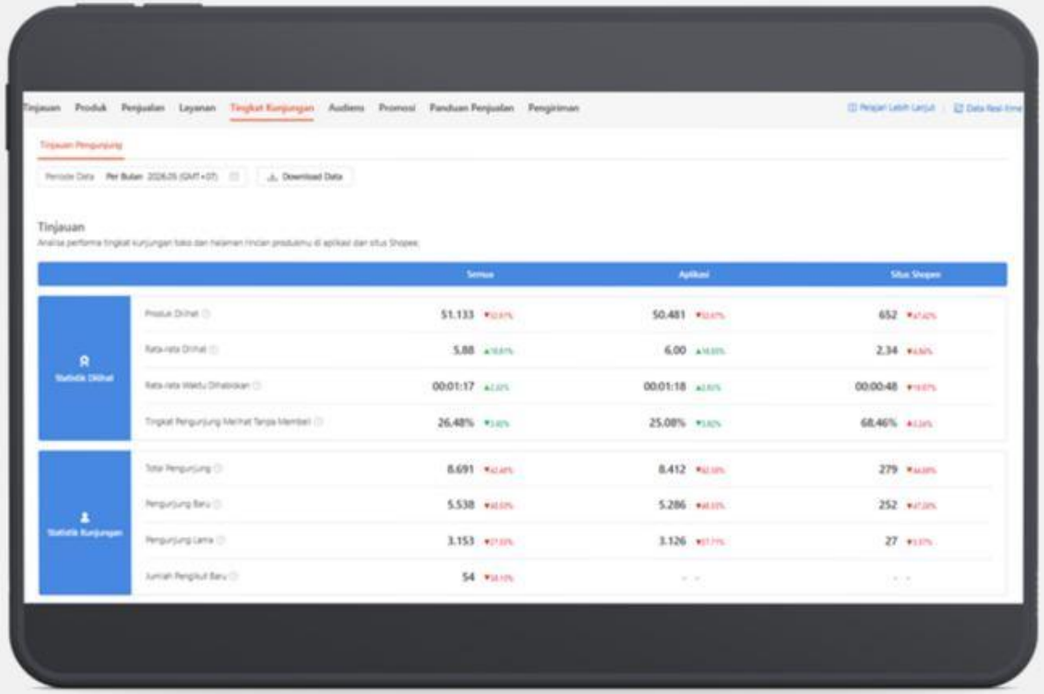
JUNE, 2026

Ad Revenue Growth: +98.4% **ROAS Improvement: 9.26 → 11.85 (+28%)** **Add-to-Cart Growth: +762.6%**
Orders Growth: +82.1% **Ad Spend Growth: +55.3%**

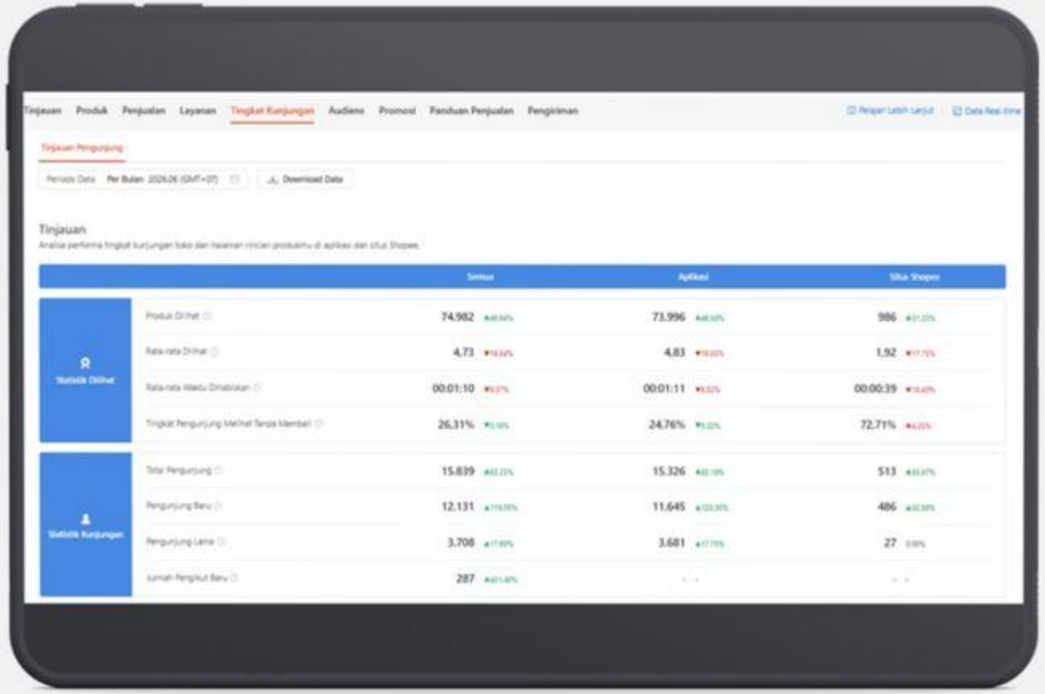
Through campaign optimization and better traffic targeting, advertising revenue increased by 98% while ROAS improved from 9.26 to 11.85 (+28%). Add-to-cart conversion surged by 762%, demonstrating stronger purchase intent and improved campaign efficiency.

E-COMMERCE GROWTH DAENG GI MEO RI

TRAFFIC PERFORMANCE



MAY, 2026



JUNE, 2026

Product Views: **+46.6%** Total Visitors: **+82.2%** New Visitors: **+119.0%** New Followers: **+431.5%** Returning Visitors: **+17.6%**

By integrating affiliate campaigns, live commerce, and promotional activities, the store achieved 82% traffic growth and 119% new visitor acquisition, while follower growth surged by 431%, strengthening long-term customer acquisition and brand awareness.

ECOMMERCE GROWTH

PT.SURABAYA PET SUPPLY

Established and Scaled the E-commerce Department from Zero to a Fully Autonomous Business Unit.

SURABAYA PETSUPPLY

- **Focus:** Wholesale & Retail Marketplace.
- **Impact:** Optimized pricing and inventory for both bulk and individual buyers.

JARAKPET

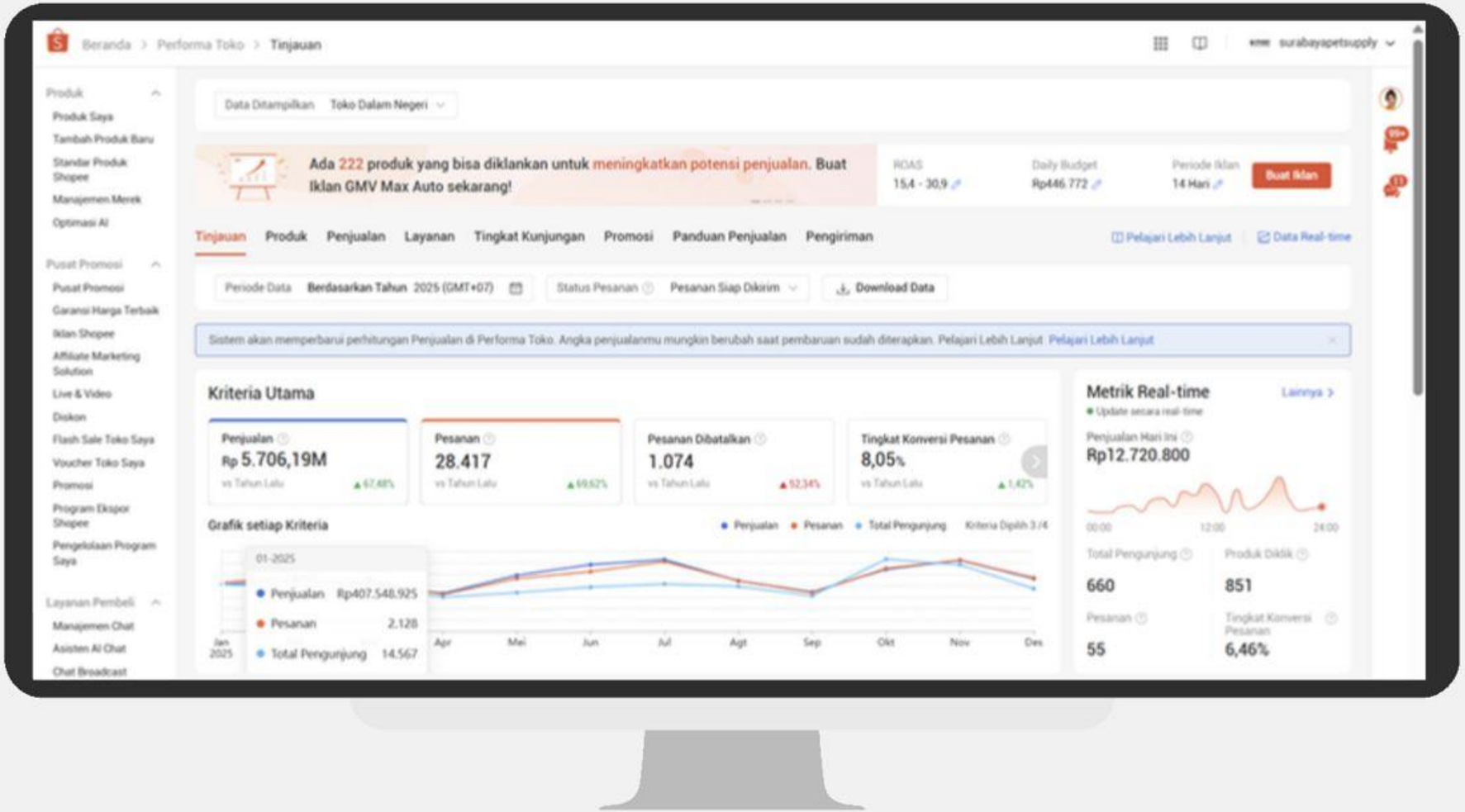
- **Focus:** B2C Retail E-commerce.
- **Impact:** Driving high brand engagement and retail sales through customer-centric strategies.

GUDANG PETSHOP

- **Focus:** B2B Wholesale Hub.
- **Impact:** Streamlined bulk-order processes to scale regional digital distribution.

E-COMMERCE GROWTH PT.SURABAYA PET SUPPLY

SURABAYA PETSUPPLY (SHOPEE)

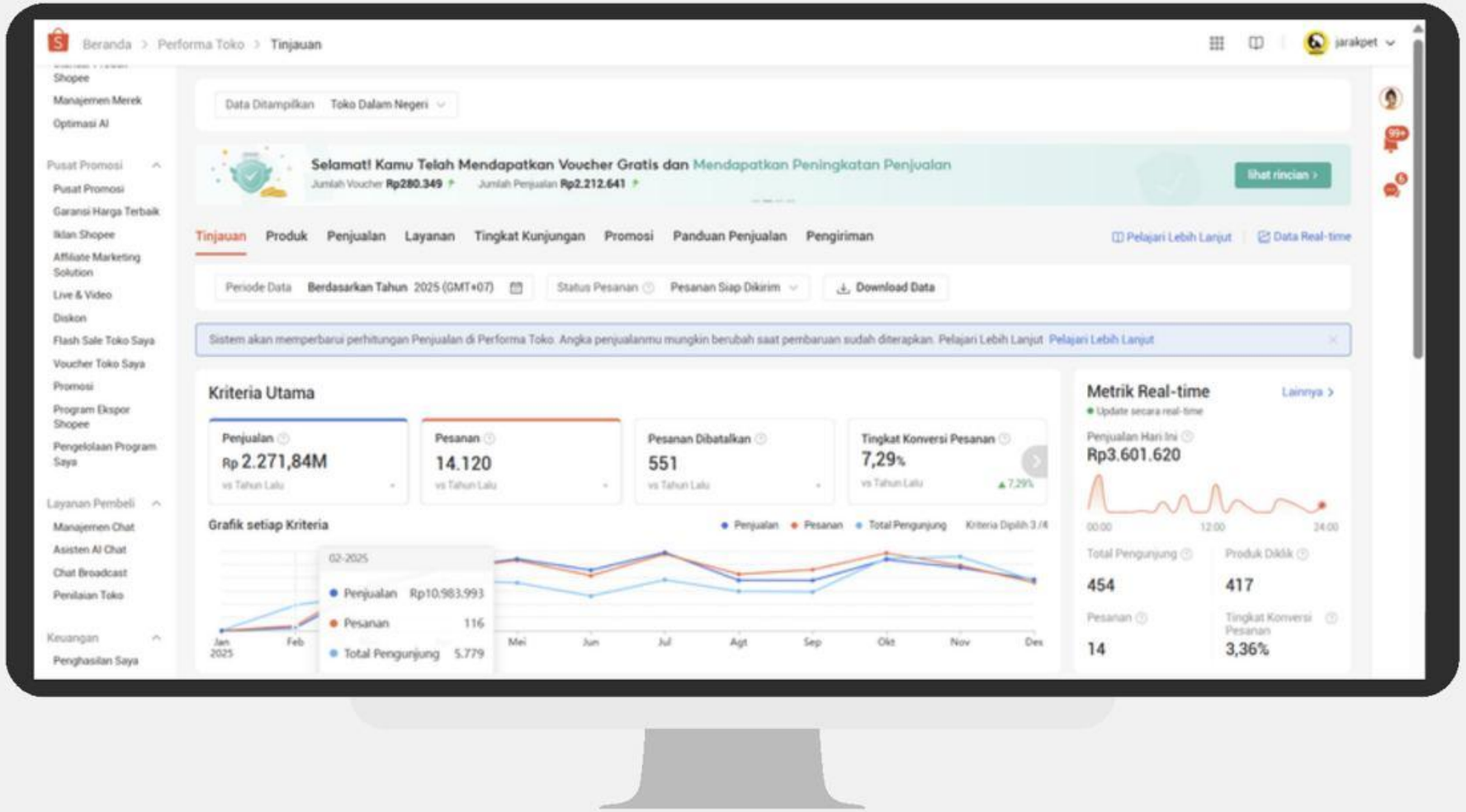


STRATEGIC REVENUE ACCELERATION

- Market Entry: Established the brand's first Shopee presence in May 2024, starting with an initial monthly revenue of Rp 150 Million.
- Growth Trajectory: Successfully scaled the account to achieve a total annual turnover of **Rp 5.7 Billion** by 2025 through aggressive SKU optimization and performance marketing.
- Data-Driven Performance: Maintained a high conversion rate (8.05%) and optimized ROAS, proving the effectiveness of the integrated digital strategy and inventory management.

E-COMMERCE GROWTH PT.SURABAYA PET SUPPLY

JARAKPET (SHOPEE)

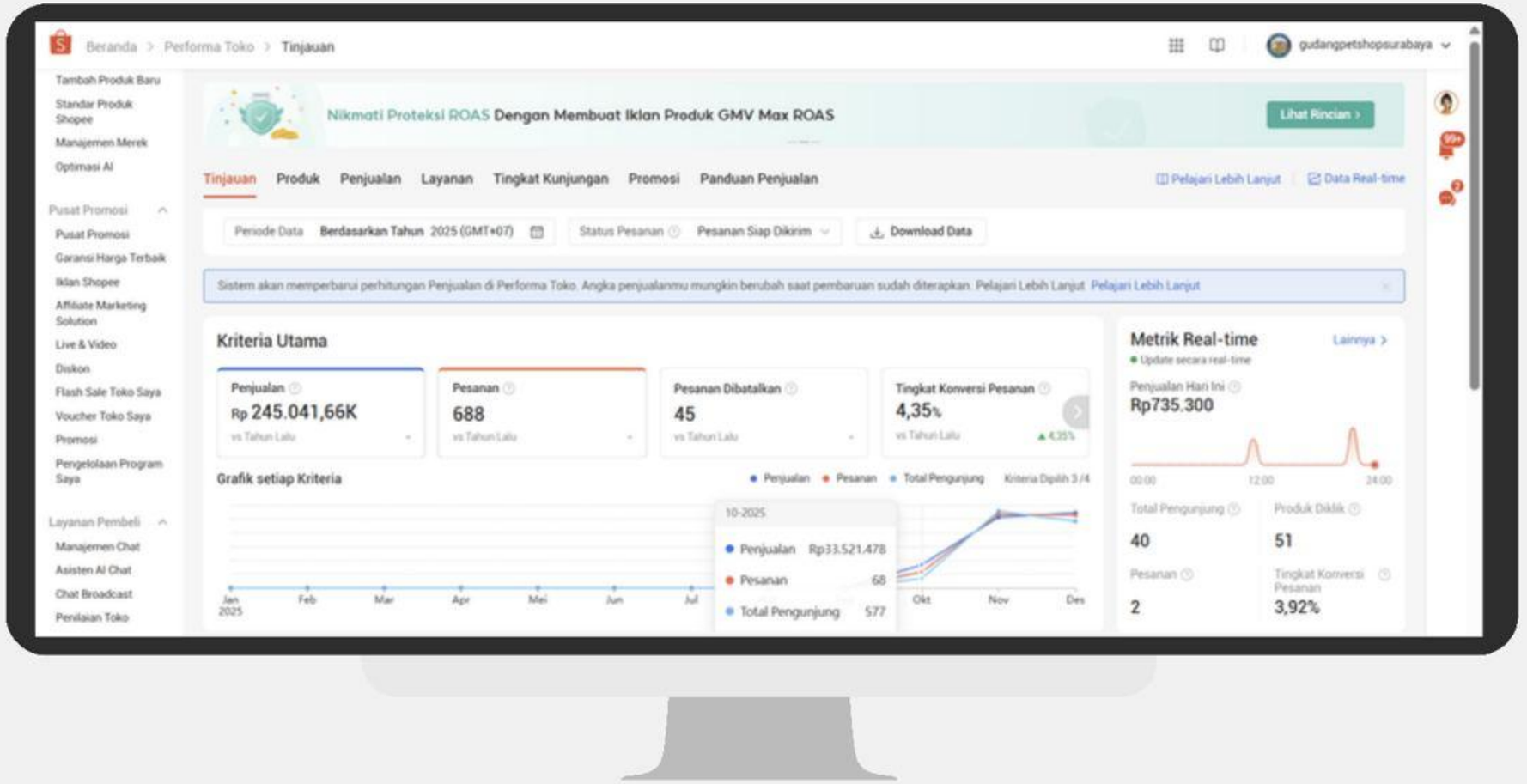


EXPONENTIAL RETAIL SCALING

- Launch & Foundation: Initiated account management in February 2025, starting with an initial monthly turnover of Rp 10 Million.
- Rapid Expansion: Successfully scaled the business to achieve a consistent monthly average of **Rp 150 Million within the first year.**
- Strategic Optimization: Delivered a **1,400% growth rate** through targeted B2C retail strategies, customer-centric content, and optimized marketplace performance.

E-COMMERCE GROWTH PT.SURABAYA PET SUPPLY

GUDANG PETSHOP (SHOPEE)



ACCELERATED B2B SCALING

- Market Entry: Launched in October 2025 as a dedicated wholesale hub, achieving an initial monthly turnover of Rp 33 Million.
- Rapid Traction: Successfully scaled the revenue to **Rp 120 Million+** in the following month through optimized B2B digital distribution.
- Strategic Impact: Streamlined bulk-order workflows and targeted high-intent business buyers, resulting in a **360% month-over-month growth.**

BUSINESS GROWTH & BRANDING

Visual Excellence for Business Growth



SOCIAL MEDIA MANAGEMENT

Curating high-impact Instagram content for Oggio and Dimsum Mbledos, focusing on consistent brand voice and aesthetics.



E-COMMERCE BRANDING

Creating professional, trust-driven visual identities for marketplace storefronts to maximize conversion rates.

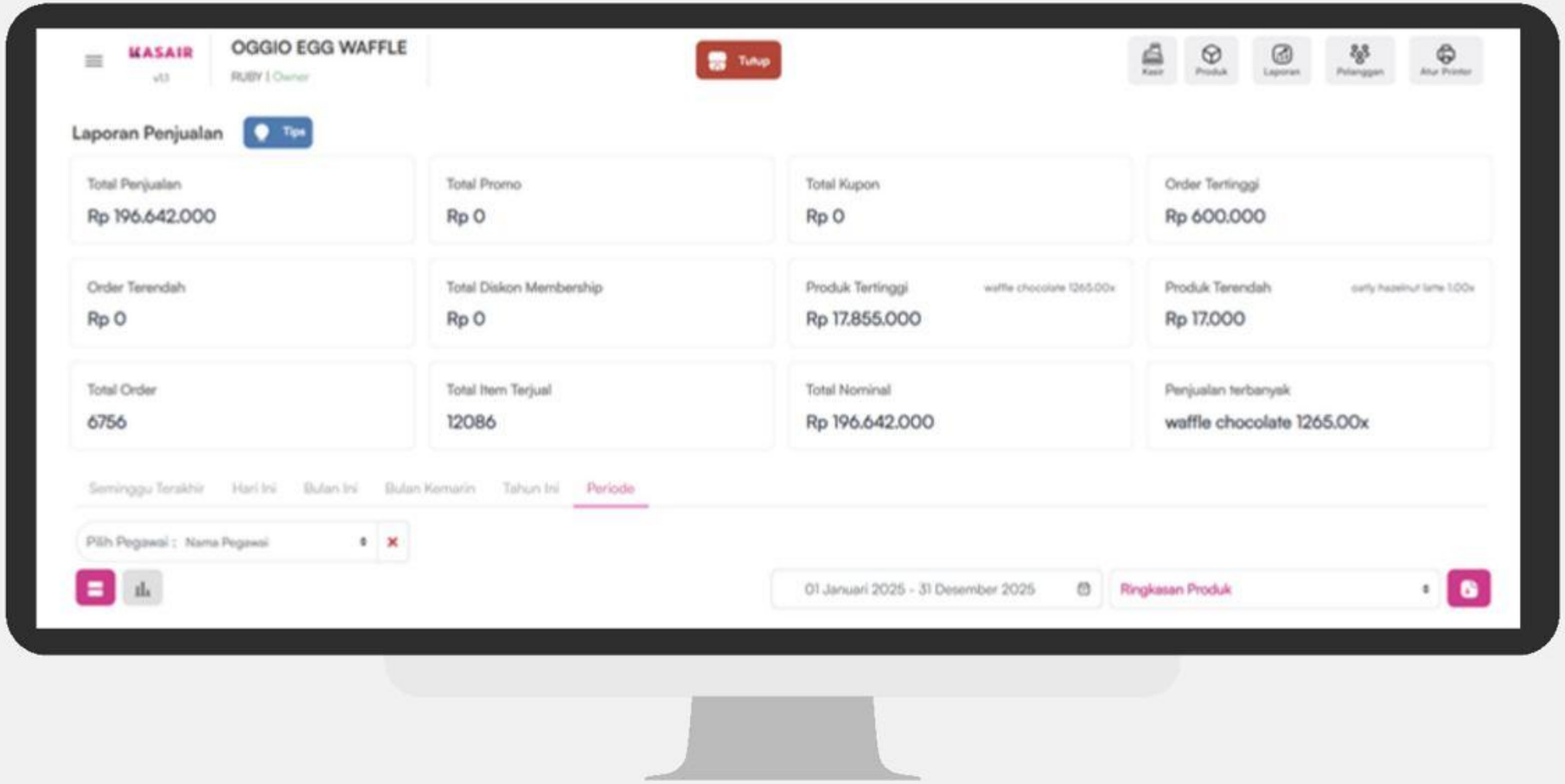


STRATEGIC INTEGRATION

Ensuring a seamless brand experience across all digital assets, from promotional banners to customer-facing platforms.

BUSINESS GROWTH

OGGIO EGG WAFFLE | 2021 - 2026



STRATEGIC BRAND MANAGEMENT

- Market Resilience: Successfully sustained consistent profitability from the 2021 pandemic through 2026, navigating diverse market shifts.
- Operational Mastery: Managed end-to-end development, including **Product R&D (Menu Engineering) and Custom Packaging Design.**
- Digital Optimization: Scaled brand presence via multi-channel delivery platforms (GoFood, GrabFood, ShopeeFood) to ensure stable revenue.

SOCIAL MEDIA MANAGEMENT



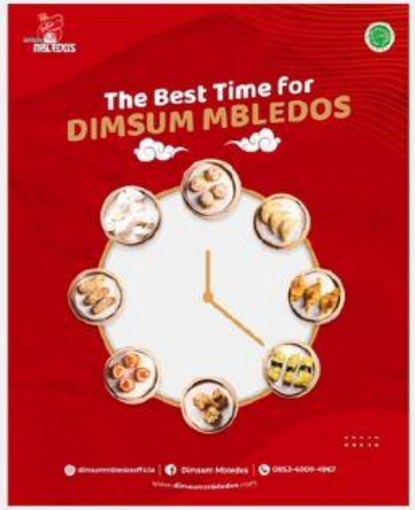
















@dimsummbledosofficial

SOCIAL MEDIA MANAGEMENT









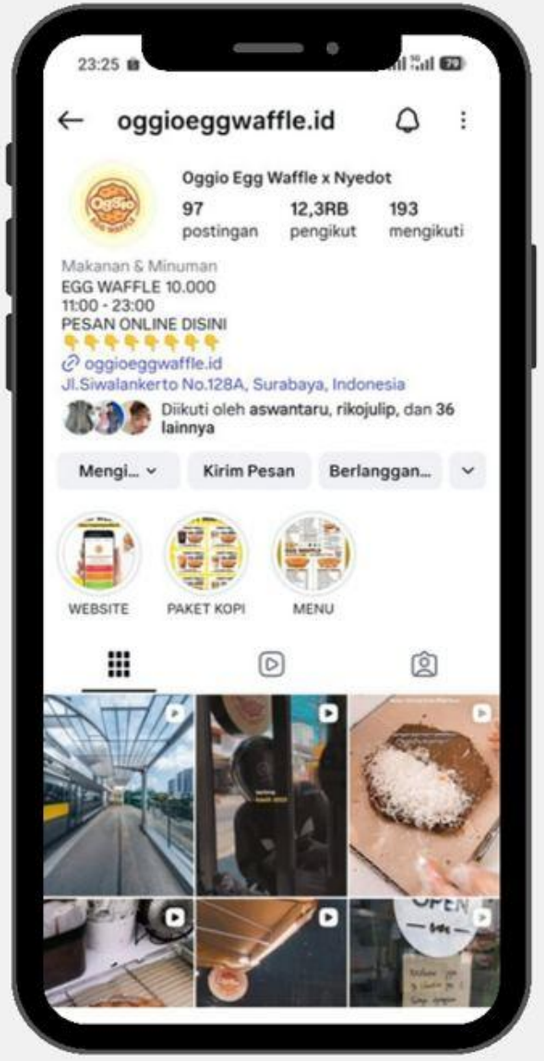






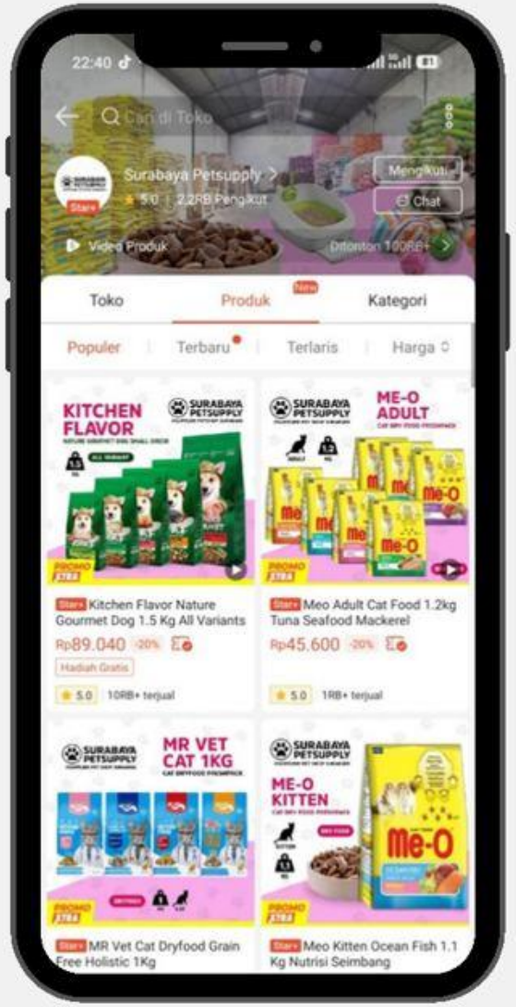


(Oggio x Nyedot)

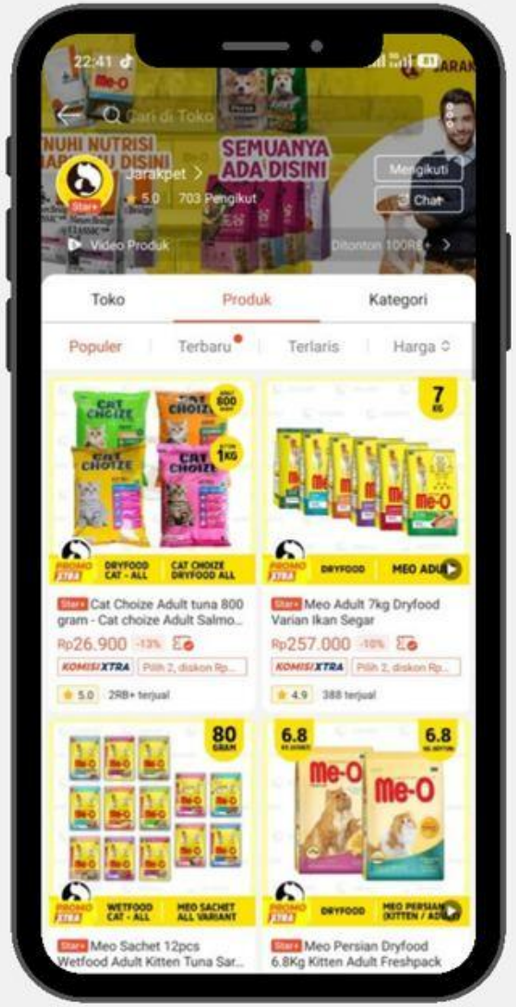


@oggioeggwaffle.id

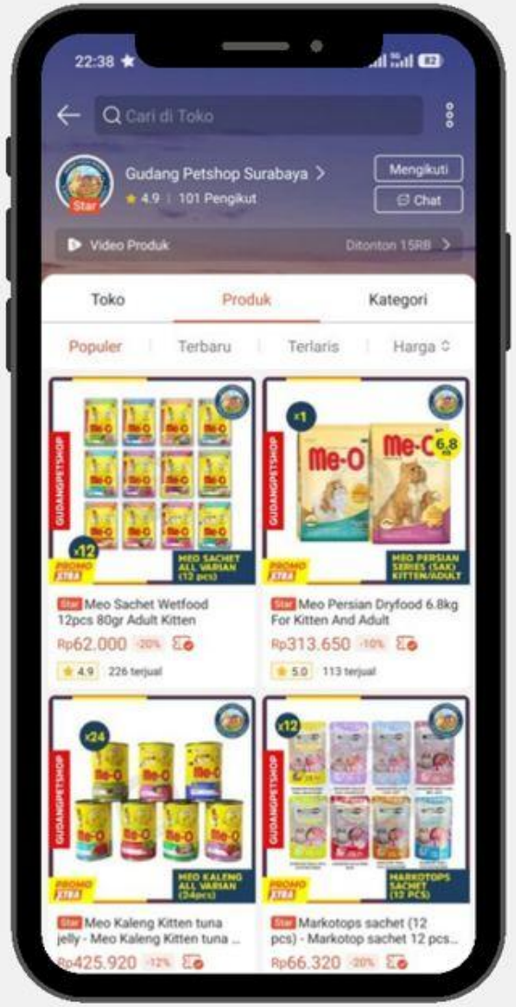
E-COMMERCE BRANDING



SURABAYA PETSUPPLY



JARAKPET



GUDANG PETSHOP



DIMSUM MBELDOS

STRATEGIC INTEGRATION

LOGO DESIGN

Oggio EGG WAFFLE

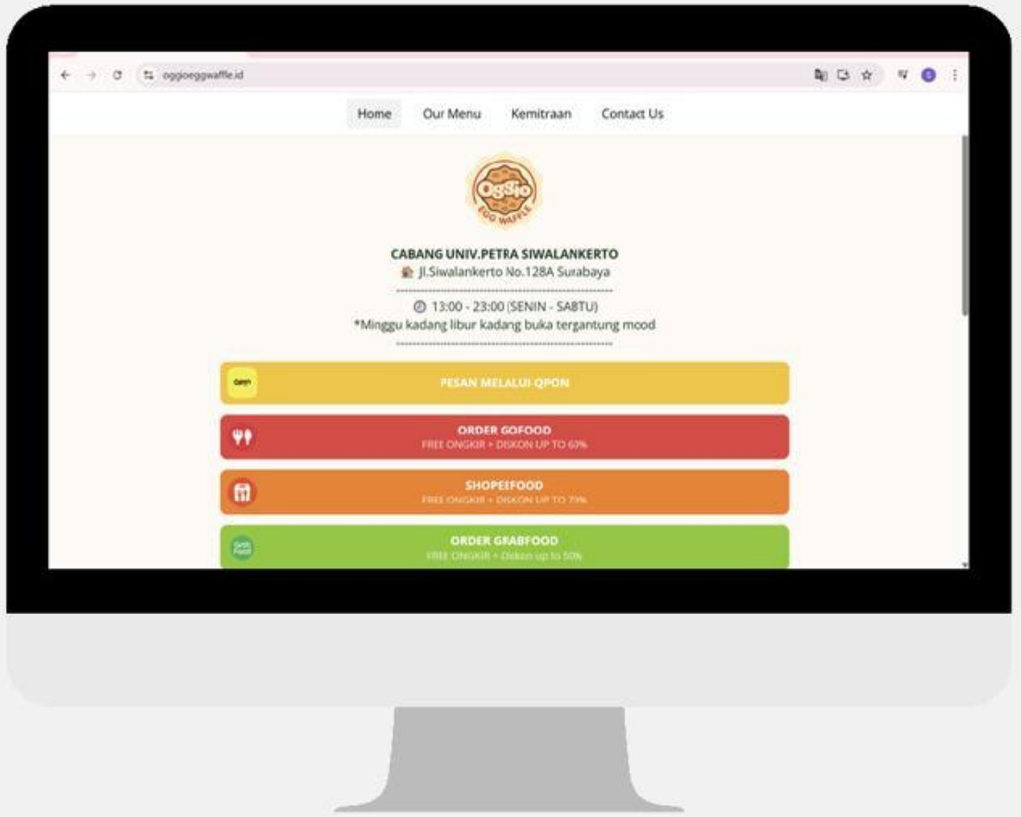
GROSIR PAKAN MURAH
GUDANG PETSHOP SURABAYA

JARAKPET

SURABAYA PETSUPPLY
#SUPPLIER PETSHOP SURABAYA

Nyedot

WEBSITE



STRATEGIC INTEGRATION

SKETCHUP



WHY HIRE ME?



REVENUE-DRIVEN MINDSET

Focus on measurable business growth, not just daily operations.



DATA-DRIVEN DECISION MAKING

Analyze traffic, conversion, customer behavior, and campaign performance before taking action.



MARKETPLACE GROWTH EXPERTISE

Experienced in Shopee ecosystem, SEO optimization, affiliate strategy, live commerce, and advertising.



INTEGRATED DIGITAL MARKETING

Connect branding, content, paid ads, affiliate marketing, and marketplace operations into one growth strategy.



EXECUTION & CONTINUOUS OPTIMIZATION

Quickly identify problems, implement improvements, and continuously optimize performance.

Let's Connect

This portfolio offers a glimpse into my strategic approach and results. Given the confidential nature of business data, I invite you to a more in-depth discussion where I can further demonstrate how my expertise can drive growth for your company.


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Thank You

I hope we can work effectively together soon.



Ruby Ronaldo Fahreza
E-Commerce & Digital Marketing Strategist