

CHARLES SIMANJUNTAK

Digital Marketing & Ads Specialist

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PROFESSIONAL SUMMARY

Digital marketing professional with experience in agency and in-house teams, covering brand awareness, lead acquisition, paid media, trend research, campaign reporting, and client presentations. Combines hands-on Google Ads, Meta Ads, and TikTok Ads execution with website and technical experience to connect campaign goals with web delivery.

SELECTED CAMPAIGN

Independent Digital Product Campaign | Self-managed

May – Aug 2026

- Ran Meta Ads click-to-WhatsApp campaigns for a self-owned digital product with a daily budget of IDR 20k-25k, managing offer tests, WhatsApp follow-up, and purchase tracking.
- Generated approximately IDR 5.2 million in revenue on IDR 2.9 million ad spend (1.8x ROAS), with IDR 2.3 million net profit.

WORK EXPERIENCE

IT Project Manager | Media Indo Trend (Freelance, Remote)

Sep 2025 – Present

- Manage website requirements, stakeholder coordination, delivery, and UAT for Link Net digital platforms, working across business units and technical teams.
- Delivered four live website revamps and two special projects; coordinate ongoing maintenance with a three-person delivery team.

Digital and Web Specialist | Besarati Agency (Remote)

Dec 2023 – Nov 2025

- Researched social media trends and audience insights to shape content ideas, campaign plans, and recommendations in client pitches.
- Independently planned, launched, and optimized brand awareness campaigns on Google Ads, Meta Ads, and TikTok Ads for clients including Campina, CIMB Niaga, Delfi, and Megcheese.
- Prepared campaign reports and presented performance results and recommendations to clients.
- Handled internal and client website needs, developing some projects directly and supervising subcontractors on others.

Digital Marketing Specialist | Link Net (First Media)

Dec 2021 – Apr 2023

- Supported lead acquisition campaigns and monthly promotions through trend research, competitor benchmarks, and campaign ideas.
- Coordinated Google Ads and Meta Ads execution with vendors under the Section Head's direction, aligning campaign work with marketing priorities.
- Led website UI/UX requirements for the Digital Marketing team and guided vendor implementation of designs and user flows.
- Supported early planning for Salesforce Marketing Cloud retention initiatives.

Web Developer Specialist | MyRepublic Indonesia

May 2021 – Nov 2021

- Developed and maintained myrepublic.co.id on WordPress to support digital marketing activity within the Marketing department.
- Gathered Sales team requirements and built Laravel-based tools for location tracking and sales check-in; participated in initial CRM development.

WORK EXPERIENCE CONTINUED

Webmaster Admin | Integrity Indonesia

Jun 2019 – May 2021

- Developed and maintained WordPress websites for company services and client projects to support digital marketing needs.
- Managed hosting and technical issues and explained web solutions in meetings and client pitches.

Freelance Web Developer | Remote

2016 – Present

- Delivered public-facing informational websites and sites with small interactive features.
- Managed projects directly with clients, from requirements gathering and feature recommendations through development and handover.

Content Writer | Upwork (Remote)

Dec 2015 – Apr 2019

- Wrote SEO-focused articles based on client briefs and content requirements.

EDUCATION

Bachelor of Informatics Engineering | Universitas Gunadarma

2015

SKILLS

Digital marketing · Paid media · Brand awareness · Lead acquisition · Campaign planning · Trend research · Competitor analysis · Performance reporting · Client presentations · Website optimization

Tools: Google Ads · Meta Ads · TikTok Ads · WordPress · Google Sheets, Docs, Slides · Trello · ClickUp