AH

PORTFOLIO 2026

BRAND STRATEGY · ANALYTICS · B2B

Strategy that reads the data.

I'm Aldio — 5+ years turning market signals and customer insight into B2B brand strategy, leading regional teams across Telkom Indonesia and proving the impact in numbers.

Brand Strategy Specialist (B2B) · Indibiz & Telkom Solution

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OPEN TO ROLES IN

- Brand Strategy
- Marketing Insights
- Business Strategy & Analytics
- B2B Digital Strategy

+35%
engagement lift from integrated brand activation

5
Telkom regional areas led & aligned

89%
positive sentiment, up from 78%

25+
influencer campaigns managed end-to-end

BRANDS I'VE WORKED ACROSS

IndiHome Aktivitas Tanpa Batas · indibiz Ciptakan Peluang, Wujudkan Harapan · Telkom SOLUTION Leading the Future of Digital Innovation · Yayasan Pendidikan Telkom

01 · POSITIONING

Industrial-engineer rigour. Marketer's instinct.

I sit where brand meets business: find the signal in the data, turn it into a strategy people can execute, and measure whether it worked.

My path began at the edge of the funnel — managing creators, then search — and moved steadily toward the centre of the business: listening to the market at scale, then setting brand direction for regions.

Trained as an Industrial Engineer, I treat marketing as a system — inputs, process, output, feedback loop. That's why my campaigns come with dashboards, not just decks.

Today I coordinate regional and Witel teams, sales and product to keep a national brand coherent while serving local business priorities.

Strategy that ships

Plans built to be executed by regional teams, not left in a slide deck.

Insight that travels

Sentiment, search and audience data translated into decisions for sales, product and brand.

B2B and B2C fluency

Mass-consumer scale at IndiHome; enterprise brand building at Indibiz.

AT A GLANCE

5+ years in Telkom's brand & digital ecosystem

4 roles, B2C to B2B, growing scope

50K+ mentions analysed every month

587 TOEFL ITP · valid to Apr 2028

BASED IN
Jakarta Metropolitan Area

CURRENT ROLE
Brand Strategy Specialist (B2B)

EDUCATION
B.Eng. Industrial Engineering · Telkom University

LANGUAGES
Bahasa Indonesia (native) · English, TOEFL ITP 587

BRANDS I'VE WORKED ACROSS

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02 · CAREER ARC

Four roles, one ecosystem, growing scope each time.

From executing channels, to interpreting the market, to owning strategy.

01

2021 – 2022

KOL Specialist

B2C · IndiHome

Audience and creator strategy across Instagram, TikTok and YouTube.

25+ campaigns · reach +40%

02

2022 – 2023

SEO & Marketing Automation

B2C · IndiHome

Search-led acquisition and automated, efficient campaign workflows.

Organic traffic +38% · efficiency +30%

03

2023 – 2024

Brand Sentiment Analyst

B2B · Indibiz

Market and customer intelligence from digital conversation at scale.

50K+ mentions/mo · sentiment 78→89%

04

2025 – NOW

Brand Strategy Specialist

B2B · Indibiz & Telkom Solution

Brand and activation strategy across 5 regional areas, leading regional and Witel teams.

Engagement +35% · reach +28%

Case studies 01 – 02

A business problem, a data-informed approach, a result with a number on it.

CASE 01 · 2025 – PRESENT

+35%

engagement · plus +28% campaign reach

Engagement +35%

Campaign reach +28%

indibiz
Ciptakan Peluang, Wujudkan Harapan

Telkom SOLUTION
Leading the Future of Digital Innovation

Regional brand activation across 5 Telkom areas

CHALLENGE

Keep regional initiatives aligned with business priorities and the national brand direction across five areas.

APPROACH

Built brand and activation plans; led and coordinated regional and Witel teams through planning, execution and monitoring; worked with sales and product so every initiative matched real customer needs.

RESULT

Integrated activation programmes lifted engagement by 35%; strategic campaigns grew reach by 28%.

Brand strategy · Stakeholder management · Partnership development · Performance monitoring

CASE 02 · 2023 – 2024

78→89%

positive brand sentiment · –25% negative mentions

Before 78%

After 89%

indibiz
Ciptakan Peluang, Wujudkan Harapan

Brand sentiment intelligence at 50K+ mentions a month

CHALLENGE

Make sense of a high-volume stream of digital conversation about a B2B brand — fast enough to act on.

APPROACH

Analysed 50,000+ monthly mentions for trends, perceptions and emerging issues; built real-time analytical reports; turned findings into recommendations for campaign and communication teams.

RESULT

Positive sentiment rose from 78% to 89% and negative mentions fell 25%, driven by insight-led recommendations.

Social listening · Brand24 · Ripple10 · Looker Studio

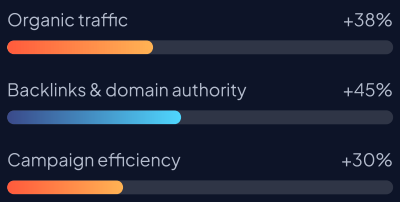
Case studies 03 – 04

Where the foundation was built: search, automation and audience-led creator marketing.

CASE 03 · 2022 – 2023

+38%

organic traffic · +45% backlinks & authority



IndiHome Aktivitas Tanpa Batas

Search-led acquisition and marketing automation

CHALLENGE

Grow digital acquisition for a consumer brand while keeping campaign operations efficient.

APPROACH

Analysed search trends and customer behaviour for content and acquisition opportunities; ran data-driven SEO and link-building; streamlined workflows with marketing automation.

RESULT

Organic traffic +38%; backlinks and domain authority +45%; campaign efficiency +30%.

SEO · SEMrush · Google Analytics · Marketing automation

CASE 04 · 2021 – 2022

+40%

campaign reach · 4.5–7% avg engagement

IndiHome Aktivitas Tanpa Batas

25+ influencer campaigns, driven by audience data

CHALLENGE

Pick the right creators and formats across three platforms for a mass-market brand.

APPROACH

Managed 25+ campaigns on Instagram, TikTok and YouTube; used audience and performance analysis to refine influencer selection and execution.

RESULT

Campaign reach up 40%, with engagement rates averaging 4.5–7% across campaigns.

Influencer marketing · Audience analysis · Campaign management

Five years inside Telkom Indonesia's brand & digital engine.

Jan 2025 – Present

B2B

Brand Strategy Specialist

Indibiz & Telkom Solution · Telkom Indonesia (via PT Infomedia Nusantara)

- Developed brand and activation plans across 5 regional areas, aligning regional initiatives with business priorities and national brand direction.
- Led and coordinated regional and Witel teams to plan, execute and monitor strategic initiatives; managed external partnerships.
- Turned business, market and customer insight into strategy — programmes drove +35% engagement and +28% campaign reach.
- Worked with sales, product, regional and Witel teams to align initiatives with customer needs.

Jul 2023 – Dec 2024

B2B

Digital Monitoring & Brand Sentiment Analyst

Indibiz · Telkom Indonesia (via PT Infomedia Nusantara)

- Analysed 50,000+ monthly digital mentions to surface trends, perceptions and emerging issues.
- Lifted positive sentiment from 78% to 89% and cut negative mentions by 25%.
- Built real-time reports supporting marketing, brand and business decisions.

Jun 2022 – Jun 2023

B2C

SEO & Marketing Automation Specialist

IndiHome · Telkom Indonesia (via PT Infomedia Nusantara)

- Grew organic traffic 38% and backlinks / domain authority 45% through data-driven SEO.
- Improved campaign efficiency 30% via marketing automation and workflow optimisation.

Apr 2021 – May 2022

B2C

KOL Specialist

IndiHome · Telkom Indonesia (via PT Infomedia Nusantara)

- Managed 25+ influencer campaigns across Instagram, TikTok and YouTube; reach +40%, engagement 4.5–7%.

Jun – Aug 2019

Social Media Intern

Yayasan Pendidikan Telkom

- Supported social media strategy, content planning and digital communication; contributed to a 25% increase in engagement.

05 · CAPABILITIES

A strategist's toolkit with an analyst's backbone.

Four capability clusters that show up together in every project — from reading the market to leading the people who act on it.

Strategy & Business

Turning market and customer insight into plans regional teams can execute.

- → Business strategy
- → Strategic planning
- → Market & business analysis
- → Customer insights
- → Business development

Analytics & Performance

Measuring what matters and turning data into decisions.

- → Data analysis & reporting
- → Performance measurement
- → Market research
- → Trend & insight analysis
- → Digital intelligence

Leadership & Delivery

Aligning regional, Witel, sales and product teams around one goal.

- → Regional & Witel leadership
- → Stakeholder management
- → Cross-functional work
- → Project planning
- → Performance monitoring

Digital & Brand

Building brand presence and engagement across digital channels.

- → Brand strategy
- → Digital marketing
- → Customer engagement
- → Digitalisation
- → Business communication

TOOLS I WORK WITH

- Google Analytics
- Looker Studio
- SEMrush
- Brand24
- Ripple10
- Google Ads
- Meta Business Suite
- Microsoft Excel
- Microsoft PowerPoint

Recognised, certified, and giving back.

MENTORING · APR 2024 – PRESENT

Super Mentor — Dealls.com

Selected as a Marketing & Communication Mentor, sharing professional insight in branding, digital marketing and communication.

Official Dealls announcement

TEAM AWARDS · 4 — As part of the winning team

01 **CCW (Contact Center World)**
Jun 2022
Bronze Medal — Best Social Media Team, Asia-Pacific
Part of the award-winning team recognised for excellence in social media and customer experience.

02 **PR Indonesia Awards**
Award winner
Contributed as a member of the team recognised at the PR Indonesia Awards.

03 **WOW Brand Awards**
Award winner
Contributed as a member of the team recognised at the WOW Brand Awards.

04 **Stevie Awards**
Stevie winner
Part of the team that won a Stevie Award.

CERTIFICATIONS

2025
Certified Professional Marketer (CPM Asia)
MarkPlus Institute

2022
Digital Marketing Bootcamp
MarkPlus Institute

2025
Conversational Presentation
T&DON

2022
Public Speaking Class
Bicara Project

EDUCATION & TRAINING

2016 – 2021
B.Eng. Industrial Engineering
Telkom University · GPA 3.08 / 4.00

Public Relations — Indonesia Marketing Association (IMA)

Member — HMTI

EDUGATE · 2019
SAP Business Processes

- **SAP SCM 300** — Business Process in Manufacturing
- **SAP SCM 100** — Business Process in Manufacturing
- **SAP AC010** — Business Process in Financial Accounting
- **SAP01** — SAP Fundamental

587
TOEFL ITP

PROFESSIONAL ENGLISH
English proficiency
Test date 14 Apr 2026 · valid through Apr 2028
Bahasa Indonesia — native

CONTACT

Let's build a brand that's backed by data.

Hiring for a brand strategy, marketing insight or business analytics role? I'd be glad to talk.

- Brand Strategy Manager
- Marketing Strategy & Insights
- Business Strategy & Analytics
- B2B Digital Strategy

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Jakarta Metropolitan Area, Indonesia