[世上难事只怕有心人] Nothing is impossible to a willing mind.

MENGUBAH DATA MENJADI PERTUMBUHAN E-COMMERCE.

Digital marketer berbasis data dan pemikir multidisiplin dengan keahlian M-shaped di Paid Advertising, Marketplace Growth, Data & Claude AI Automation, serta KOL & Affiliate Strategy.



ERICK COSTARICA (ERICK ONG)

Ecommerce Growth Marketing · Paid Ads Specialist · Social Media & KOL Strategist

PAID ADS | E-COMMERCE GROWTH | DATA & CLAUDE AI | KOL & AFFILIATE

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EO

PROFILE, SKILLS & TECH STACK.

Fondasi keilmuan, keahlian M-shaped lintas channel, perangkat analitik, dan filosofi pertumbuhan berbasis bukti.

01 · ABOUT & EDUCATION

MULTIDISCIPLINARY ROOTS

Pola Pikir Analitis & Bisnis

Latar belakang guru sains, dosen, pelatih gym, dan trader menempa analisis pola data dan komunikasi lintas perspektif.

INDUSTRY FOCUS

Beauty, Fashion, Home & F&B

Rekam jejak kuat di Beauty (Jiera, YoungBlash, LashBoss, Easyday), Fashion (Esrocte, Istana Kancing), Home MCN & F&B.

2021 · GPA 3.22 / 4.00

Universitas Terbuka · Komunikasi

Menguasai fondasi broadcasting, periklanan konvensional, dan kemandirian eksekusi strategis.

BOOTCAMP

RevoU · Full-Stack Digital Marketing

Menyelesaikan 7 proyek: Paid Ads, Google Data Studio, Dashboard, Landing Page, Social Media, CRM, Content & SEO.

02 · M-SHAPED CORE SKILLS & TOOLS

CORE CAPABILITY

E-commerce Growth (3+ Thn)

Marketplace GMV strategy, PDP/CTR/CVR/AOV optimization, search visibility & forecasting.

CORE CAPABILITY

Performance Marketing (4+ Thn)

Meta Ads, Meta CPAS, Google Ads, Shopee Ads, TikTok Ads; optimasi ROAS, TACOS & CPA.

CORE CAPABILITY

Data & Claude AI (1+ Thn)

Funnel audit, budget allocation, Claude AI scraping, automation & advanced Google Sheets.

CORE CAPABILITY

KOL & Affiliate (2+ Thn)

Creator discovery, psychographic & brand affinity, seeding, komisi & scaling afiliator.

TOOLS & AI STACK

Meta Ads & CPAS · TikTok Ads & Shop · Shopee & Lazada Ads · Google Ads / GA4 / GTM · Looker Studio · Claude AI + Sheets · WordPress / SEO / Ahrefs · Canva & CapCut

FLAGSHIP CASE STUDIES (2026).

Studi kasus pertumbuhan multi-platform berbasis Clean GMV, efisiensi iklan, dan diagnosis kualitas funnel.

WOMEN'S DENIM · JAN 2026 – KINI

Esrocte (PT. Index Global Fashion)

Rp10,98M Total GMV · Q1 Rp6,05M · 15,5x ROAS Mar · 6,1% TACOS

Menaikkan ROAS hampir 2× (8,0× -> 15,5×), menurunkan TACOS (11,6% -> 6,1%), serta memangkas cancel rate TikTok dari 62,1% ke 21,1% (Shopee 71,7%, TikTok 28,3%).

BEAUTY · JUN 2025 – KINI

YoungBlash (CV. Young Beauty Independent)

Rp8,16M Clean GMV · 203,6K+ Clean Orders · 11,17x ROAS · 6,1x Shopee

Mengelola 3,63M visitors dan 247,5K+ items sold dengan rasio biaya iklan 8,95%, memodelkan batas marginal ROI, dan menskalakan puncak bulanan hingga Rp989,4Jt.

FASHION TRIM · AGS – NOV 2026

Istana Kancing (CV. Theola Busana)

Rp2,83M Clean GMV · 34.848 Net Orders · 7,75% Ad Cost · 4 Toko

Mengidentifikasi erosi AOV (-41%) dan penurunan visitor (-36%) saat CVR naik ke 4,1%; menyusun 30-Day Scorecard (AOV Rp85–100rb, 100K+ visitor/bln, cancel <=6%).

FEMININE HYGIENE · NOV 2025 – JUL 2026

Easyday (PT. Lee Shalom Berjaya)

Rp2,61M GMV · 14,9x Blended ROAS · 5,21% TACOS · CVR 4,96% -> 8,24%

Membangun mesin ganda Shopee (campaign spikes) + TikTok (run-rate Rp3,1Jt -> Rp7,6Jt/hari; pangsa 52% pasca 23 Mar) serta menaikkan CVR TikTok dari 5,41% ke 10,25%.

BRAND PORTFOLIO & CAREER TIMELINE.

Rekam jejak multi-brand di industri Beauty, Home & Living MCN, dan akun korporat agensi.

03 · PORTFOLIOS & CORPORATE ACCOUNTS

BRAND / PERUSAHAAN	PERAN & PERIODE	HASIL TERUKUR
UNA Brands (Jiera)	Perf. Marketing Sup. (Nov 2024–Des 2025)	4,0+ Blended ROAS lintas TikTok, Shopee, Lazada & Meta CPAS + arahan KOL/creative.
PT. Dachin (Freemir, Cooger, Ecentio)	Digital Marketing Spec. (Mei–Nov 2024)	Rp300Jt+/bln spend, Rp6M+/bln GMV, 20+ ROAS & -17% CPA dalam 5 bulan.
PT. Dhifa Pasti Sukses (LashBoss)	Digital Marketing Spec. (Des 2023–Mei 2024)	15+ ROAS, +40,5% total pembelian, +25%+ CO-Rate & -23,5% CPA dalam 5 bulan.
Kyoob & Dwaysindo Agencies	Agency Account Execution	Menangani akun korporat Mondial, Frank & Co, Durex, BCA, dan Bank Mandiri.

04 · 4-STEP GROWTH FRAMEWORK

01 · MAP THE BUSINESS

Konsolidasi Clean GMV, order, iklan, traffic, dan cancel rate lintas seluruh marketplace.

02 · FIND CONSTRAINTS

Pisahkan kendala asli (erosi AOV, drop traffic, cancel) dari metrik permukaan.

03 · CHALLENGE METRICS

Audit inkonsistensi laporan, biaya hilang, dan atribusi Ad GMV yang berlebihan.

04 · DEFINE NEXT MOVES

Tetapkan prioritas 30 hari: bundling AOV, pemulihan listing & uji incrementality.

AGGREGATE IMPACT & DIALOGUE ROOM.

Akumulasi dampak komersial lintas industri dan saluran diskusi untuk kolaborasi atau rekrutmen.

Rp30M+
GMV Terkelola
Esrocte, YoungBlash, Dachin, Istana Kancing, Easyday.

15x–20x+
Peak ROAS
Dachin 20+, Esrocte 15,5×, LashBoss 15+, Easyday 14,9×.

400K+
Order Terkelola
Skala volume lintas jutaan pengunjung marketplace.

12+
Brand & Korporat
Beauty, Fashion, Home MCN, Luxury, FMCG & Perbankan.

CAKUPAN INDUSTRI

BEAUTY & PERSONAL CARE
Jiera (UNA Brands), YoungBlash, Easyday, LashBoss.

FASHION & APPAREL
Esrocte (PT. Index Global Fashion), Istana Kancing (4 toko).

HOME MCN & CORPORATE
Freemir, Cooger, Ecentio, Mondial, Frank & Co, Durex, BCA, Mandiri.

Mari Bangun Pertumbuhan Terukur Bersama

Terbuka untuk posisi E-commerce Growth Lead, Performance Marketing Manager, audit toko & iklan, dan konsultasi proyek.

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