PORTFOLIO 2026 · JAKARTA, INDONESIA

Vito Waris

Digital Marketing Manager

Lion parcel

11 years in paid media, SEO, CRM and measurement, from agency social at Mirum to leading a team of 6 in-house.



BACKGROUND

A communications graduate who learned marketing on agency social, then spent a decade building it in-house.

2015	2015	2017	2018	2020	2022	2023
LSPR	**Mirum**	**RPX**	**FOXA Digital**	**OnlinePajak**	**ShopeePay**	**Lion Parcel**
Mass Communications graduate	Agency social for Unilever and Multibintang	Content marketing for a FedEx licensee	Consulting for brands and agencies	First in-house team, 11 people	Growth campaigns at fintech scale	Leading digital, team of 6

11
years in marketing

6
companies

3
in-house teams led

4
markets as a consultant

NOW · 2023 TO TODAY

Lion parcel

Digital Marketing Manager

Leading digital for an Indonesian logistics network across paid media, SEO, CRM and web, for Indonesia and Lion Parcel Malaysia. Team of 6.

115%
of the CPA efficiency target

30x
peak ROAS on agent top-ups

-34%
app cost per purchase, month on month

65→70%
unaided brand awareness, 2026

25%
of the revenue target from WhatsApp CRM

#1
The Innovator, internal innovation award

CAREER PATH

Eleven years, six companies.

COMPANY	DESCRIPTION	ACHIEVEMENT
ShopeePay Growth Marketing Campaign Lead · 2022 - 2023	In-app campaigns across the ShopeePay ecosystem with Product, Tech, Ops and Creative. Team of 4.	**110%** of the Average Daily Transactions target
OnlinePajak Digital Marketing Project Manager · 2020 - 2022	Full-funnel acquisition for a SaaS tax platform, plus the website revamp. Team of 11.	**+125%** user sign-ups
FOXA Digital Consultant and partner · 2018 - now	Growth clients in Indonesia, Singapore, Australia, Europe and the Gulf, alongside the day job.	**4** markets served
RPX (FedEx licensee) Digital Content Marketing Specialist · 2017 - 2018	Brand communication across digital channels and partnerships for a FedEx licensee.	**#KirimBebasMikir** led the brand campaign across digital
Mirum Agency Social Media Officer · 2015 - 2017	Social for Unilever (Clear, Lifebuoy, Pond's Men) and Multibintang.	**115%** of total KPIs, Clear #PakaiKepalaDingin web series

On stage, teaching what works.



Digital marketing strategy and hands-on Meta Ads for brand owners

Seller Talks x Tumbuh Bareng · Ruang Seller by Lion Parcel · Oct - Nov 2026



How to win the market with omnichannel marketing

Marketeers x Trisakti School of Management · 2025



Juara 1, internal innovation competition

The Innovator 2023 · Lion Parcel · 2023



Alumni award, Mass Communications

LSPR Alumni Summit & Awards · 2025



Reading ad performance: the 3 metrics that matter

Ruang Seller video series · 2026

AS A CONSULTANT

Called in when the numbers stop adding up.

happyfresh

-69%

new-user CAC

Pintarnya

3.6x

registrations

cosmart

-45%

cost per order

-70%

cost per lead

SWARNA Day Spa

3.7x

lead target

Bonvie

107x

peak Shopee ROAS

BRANDS

A to Z

Brands across FMCG, fintech, logistics, apps, hospitality and retail, in-house and agency.

Multinationals · Unicorns · Local challengers

- Alkemal Foods
- Bali Bird Park
- Balimoon
- Bonvie
- Boss Rating
- Celesta Nusa Penida
- Cosmart
- HappyFresh
- Jotun
- Lion Parcel
- Minute Maid
- Mirum
- Mizone
- Multibintang
- My Prime Aesthetic
- OnlinePajak
- Pintarnya
- RPX
- ShopeePay
- Smart Buzzer
- Swarna Spa
- Unilever

Ordered alphabetically

HOW I WORK

Six steps, every account.

01

Audit the tracking

Every event, every source, before any budget moves.

02

Fix the measurement

MMP, SKAN, CAPI, GA4 and offline conversions.

03

Set one north-star metric

CAC, ROAS or cost per lead, agreed with the business.

04

Find what works

CAC by channel, creative, audience and moment.

05

Scale the winners

Shift budget weekly toward what the data proves.

06

Report and repeat

One Monday review, clear owners, next tests.

Let's work together.

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