DENNY EKO PRASETYO

Senior Growth & Performance Marketing Leader | Business Development

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Indonesian citizen — ready to relocate; also open to remote roles with employer-of-record or visa sponsorship

HEADLINE ACHIEVEMENTS

- Scaled M-STOCK from 0 to 400,000+ downloads in under 18 months at an average CPA of IDR 1,750 (about USD 0.11).
- Grew majoo's SME user base from 0 to 20,000+ in 3 years on a frugal budget while scaling the marketing team from 1 to 26.
- Drove 100+ campaigns per year and 20,000+ monthly orders across Gojek's GoLife ecosystem (7+ sub-brands).
- Cut marketing operating costs 40% at Mirae Asset by bringing creative production in-house.

PROFESSIONAL SUMMARY

18+ years building brands and growth engines across independent ventures, creative agencies, a regional super app, and a securities firm. Proven at taking products from zero to hundreds of thousands of users at low acquisition cost, reducing marketing spend through in-house production, and shaping brand strategy through two funding rounds. Seeking a senior Growth or Performance Marketing role where success is measured by revenue impact, not reach.

CORE COMPETENCIES

Growth & Performance Marketing • User Acquisition & Lifecycle (CRM/CLM) • Product Marketing & GTM • Brand Architecture & Positioning • Business Development & Strategic Partnerships • P&L / Budget Optimization • Marketing Automation & CRM • A/B Testing & Experimentation • Fintech, Capital Markets & SaaS Growth • Cross-Functional & Multi-Branch Leadership • Data-Driven Decision Making

TOOLS & PLATFORMS

Meta Ads • Google Ads • TikTok Ads • AppsFlyer (mobile attribution) • MoEngage (CRM & lifecycle) • WhatsApp Business automation

SELECTED WORK SAMPLE

"Borderless" — Growth Strategy Case Study, Ajaib Group *(Head of Growth project, Mar 2026)*
Growth framework covering trading-volume growth, high-value client acquisition, and organic optimization.
View case study (Google Drive)

PROFESSIONAL EXPERIENCE

Marketing Consultant | Independent • *May 2026 – Present* | *Jakarta & Singapore (remote)*

TRU — Independent marketing agency • *Sept 2026 – Present*

- Chief of Business Growth (freelance). Joined the founding leadership to lead business development and client business advisory, bringing product, feature and market fit recommendations alongside creative strategy.

Impact Investment Exchange (IIX) — Singapore-based impact investment firm • *Aug – Sept 2026*

- Led marketing & communications reporting directly to the CEO; set brand and messaging strategy and executed GTM for key initiatives across Southeast and South Asia.
- Built investor-brand strategy around financial-proof-first messaging for institutional audiences; drove communications and GTM for the Orange Economy Summit (Colombo) and soft-launched the Orange Index (emerging-market MSME impact-data platform).

PT Solid Karya Nusantara — Contractor / construction • *May – July 2026*

- Established the marketing foundation: company profile, pitch deck, and website to support business development.

PT Visi Sinergi Optimal — Event organizer • *July – Aug 2026*

- Led new-business pitch including campaign strategy and presentation for a major client opportunity.

Head of Marketing Innovation (VP Level) | Mirae Asset Sekuritas • *2021 – Apr 2026* | *Jakarta*

- Owned end-to-end product marketing for M-STOCK across paid acquisition, partnerships, and CRM, building the measurement and lifecycle stack behind its growth.
- Set up AppsFlyer attribution to measure paid ads performance by channel and campaign, guiding budget allocation.
- Set up MoEngage as the CRM platform and iterated campaigns through A/B testing, reaching a 30% open rate.
- Brokered co-marketing partnership with Tomoro Coffee; joint activations delivered CPA as low as IDR 700.
- Brought creative production in-house, eliminating agency dependency, cutting marketing spend 40%, and accelerating turnaround.
- Built masi.id — short-link and landing-page system that centralized traffic data across the full customer journey.
- Named, branded, and positioned three product launches: NAVI (mutual funds), FIMA (research portal), MAIA (AI trading bot).
- Managed marketing communications across equities, mutual funds, bonds, ETFs, and structured warrants.

VP of Marketing | majoo • *2019 – 2021* | *Jakarta*

- Grew SME user base from 0 to 20,000+ in 3 years on a lean budget, contributing to the next funding round.
- Built and led the marketing team from 1 to 26 people, owning hiring, structure, and process from scratch.
- Led rebrand from “Klopos” to “majoo,” clarifying product-market fit that helped secure Pre-Series A.
- Architected multi-vertical brand structure across majoo Pay, majoo Capital, and majoo Supplies.
- Built inbound lead-generation funnel using content marketing + WhatsApp automation to capture SME leads at scale.

Head of Brand Strategy, GoLife | Gojek • *2018 – 2019* | *Jakarta*

- Delivered 100+ campaigns per year across performance, in-app, email, and offline channels, balancing brand equity with transaction volume.
- Drove 20,000+ successful orders per month across the GoLife ecosystem.
- Owned brand strategy for 7+ sub-brands including GoMassage, GoClean, GoMart, GoShop, and GoAuto.
- Key strategic lead in Gojek’s corporate identity transformation (the “Solv” symbol) aligned to the #PastiAdaJalan positioning.

Senior Planning Manager | VML • *2017 – 2018* | *Jakarta*

- Brand and campaign strategy for Heinz ABC Group; won new-business pitches for Nivea and DKT Indonesia.

Campaign Planning Manager | Leo Burnett • *2014 – 2017* | *Jakarta*

- Campaign strategy for Telkomsel and Frisian Flag; won pitches for Pegi-Pegi, Nu Green Tea, and Dji Sam Soe Magnum.

Senior Campaign Strategist | TBWA • *2013 – 2014* | *Jakarta*

- Campaign strategy for Sampoerna Hijau, Lenovo, and Nivea; won pitches for Tupperware and MyRepublic. Represented Indonesia at Young Lions, Cannes Lions Festival.

Strategic Planner | Lowe and Partners Worldwide • *Nov 2012 – Apr 2013* | *Jakarta*

- Supported the Chief Strategy Officer on brand blueprints and consumer insights for Garuda Indonesia, Unilever (Clear, Sunlight, Bango), and Suntory (Mountea, Okky Jelly Drink).

Founder | Independent Ventures • *2007 – 2012* | *Semarang & Malang*

- Founded and operated three early-stage ventures in media and creative services: an internet café, a print and digital magazine, and a creative agency.

EDUCATION

B.A. in Management, Universitas Diponegoro — 2010

AWARDS

- Young Lions Indonesia — National Winner; represented Indonesia at Cannes Lions International Festival of Creativity
- Pinasthika Creative Festival — 2 Gold, 2 Bronze, 1 Finalist
- Most Innovative Person, Mirae Asset Sekuritas — Runner-up, 2023 and 2024