

Bryan Perdana

Growth Marketing Manager | AI Workflow & Marketing Systems Builder

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PROFESSIONAL SUMMARY

Growth Marketing Manager with 8+ years across performance marketing, multi-branch clinic growth, WhatsApp CRM, content operations, and leadership reporting. I help teams turn messy marketing workflows into measurable growth systems: acquisition, offer testing, lead follow-up, content cadence, KPI dashboards, and AI-assisted execution.

Currently building AI-assisted workflows for market research, lead generation, campaign briefs, content repurposing, reporting summaries, CRM follow-up, and Generative Engine Optimization (GEO). Best fit for hybrid roles that need growth judgment plus practical AI workflow building.

CORE STRENGTHS

Growth & Acquisition

Performance marketing, funnel iteration, offer testing, customer acquisition, campaign planning, paid media operations.

Marketing Operations

WhatsApp CRM, broadcast workflows, CS handoff, branch coordination, KPI cadence, management reporting.

AI Workflow Building

AI-assisted research, lead generation workflows, content pipeline automation, reporting assistants, context-preservation systems.

Content, GEO & Reporting

SEO/GEO thinking, FAQ/prompt mapping, AI search visibility, CAC/LTV/ROAS visibility, dashboard/reporting structure.

PROFESSIONAL EXPERIENCE

Growth Marketing Manager

DSI Group / Beauty & Clinic Business Units — Indonesia | 8+ years in growth, performance marketing, and marketing operations

- Led growth marketing and marketing operations across multi-branch aesthetic clinic/business units, connecting paid media, CRM, content, reporting, and branch coordination.
- Managed performance marketing rhythm across Meta Ads, Google Ads, TikTok Ads, Instagram, WhatsApp, website, and SEO.
- Supported growth operations across **6 clinic branches** in Central Java and West Java; managed approximately **Rp 90M+ monthly ad budget**.
- Helped generate **4,600+ qualified WhatsApp prospects/month** and supported acquisition of **2,100+ new patients/month** across clinic locations.
- Built campaign planning systems covering branch-level offers, content angles, paid media execution, CRM follow-up, and reporting cadence.
- Structured KPI reporting around lead volume, conversion, CAC, LTV, ROAS, WhatsApp response rate, and channel performance for leadership review.
- Reported selected clinic campaigns with ROAS up to **50x** based on internal reporting.

SELECTED GROWTH SYSTEMS & CASE STUDIES

Multi-Branch Clinic Growth System

Built a repeatable marketing operating rhythm for campaign planning, paid media execution, branch coordination, offer/content alignment, and leadership reporting.

Proof: Rp 90M+ monthly ad budget managed; 6 branches coordinated; 4,600+ qualified WhatsApp prospects/month; 2,100+ new patients/month acquired.

WhatsApp CRM & Lead Conversion Workflow

Designed and operated WhatsApp workflows for high-volume lead follow-up: broadcast templates, message variation, response tracking, failed-delivery monitoring, and customer-service handoff.

Proof: 26.1% reported response rate; failed delivery rate below 16%; 50+ daily broadcast workflow.

Marketing KPI & Leadership Reporting Framework

Turned scattered marketing activity into management-readable reporting covering campaign performance, CRM performance, budget visibility, ROI, CAC, LTV, and ROAS.

Proof: Rp 90M+ monthly marketing spend visibility; leadership-level monthly reporting; selected campaigns up to 50x ROAS internally.

AI / AUTOMATION PROJECTS

- **AI-Assisted Content Pipeline:** workflows that turn research, campaign context, and raw notes into briefs, draft content, repurposing angles, and publishing checklists.
- **Marketing Reporting Assistant:** AI-assisted workflows for turning campaign and CRM data into KPI summaries, next actions, and decision notes.
- **GEO & AI Search Visibility System:** prompt maps, FAQ pages, proof signals, and AI-answer testing loops so brands become easier for AI assistants to understand and cite.
- **Second Brain for Marketing Operations:** uses Obsidian, Hermes Agent, and AI agents to preserve campaign decisions, reports, learnings, research, and operating context.

TOOLS & CHANNELS

Meta Ads, Google Ads, TikTok Ads, Instagram, WhatsApp CRM, SEO, Google Sheets, KPI reporting, Obsidian, Hermes Agent, AI agents, AI-assisted research/content/reporting workflows.

EDUCATION

Universitas Kristen Satya Wacana (UKSW) — Communication

POSITIONING

I sit between growth, marketing operations, and AI workflow building. I am strongest when a team needs someone who can understand the business funnel, identify operational bottlenecks, and build practical AI-assisted systems that make acquisition, follow-up, content, and reporting faster and more measurable.