

Muhammad Al Faris

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Digital Marketing Specialist with experience managing Google Ads, Meta Ads, TikTok Ads, Shopee Ads, SEO, social media, WordPress CMS, and CRM systems. Skilled in campaign planning, audience targeting, budget optimization, lead generation, conversion analysis, and customer retention. Proven track record of generating thousands of transactions and leads, improving organic performance, and achieving up to 16.77x ROAS across fintech, SaaS, E-Commerce and contractor service industries.

Experience

PT Bimasakti Multi Sinergi | Digital Marketing Strategist October 2025 - Current

- Generated over 10,000 transactions and more than IDR 1.9 billion in conversion value through TikTok Ads retargeting, achieving up to 16.77x ROAS.
- Scaled Google App Campaigns with an ad spend of IDR 1.38 billion, generating IDR 7.03 billion in conversion value and 5.11x ROAS.
- Generated IDR 712 million in Shopee revenue from approximately IDR 39 million in ad spend for high-ticket products.
- Increased organic clicks by 22%, impressions by 194%, and improved average search position from 12.4 to 5.9 through SEO optimization.
- Analyzed ROAS, CPA, conversion rate, traffic, and keyword performance to optimize budgets and campaign scaling.

Grinviro Global Group | Performance Marketing Specialist October 2024 - October 2025

- Generated 622 qualified leads through Meta Ads with IDR 18.8 million in ad spend and an average cost per lead of IDR 30,357 and optimized Google Search Ads using high-intent keywords, achieving conversion rates of up to 25%.
- Developed and executed SEO strategies for new and existing websites, driving organic traffic growth and ranking dozens of keywords on Google's first page.
- Managed CRM operations for thousands of client records, including database maintenance, customer segmentation, campaign targeting, and lead follow-up coordination.
- Analyzed campaign and customer data to support acquisition, engagement, retention, and marketing decision-making..

PT Bits Miliartha | Marketing Communications (Digital Ads)**March 2022 - April 2024**

- Creating creative content (press releases, articles, social media, paid ads, and promotional materials) tailored to the target audience.
- Collaborating with internal teams (sales, digital marketing, design, etc.) to maintain brand consistency across all company communication channels.
- Successfully acquired 2,000+ Leads in one month with CPL at Rp. 11,000.

Jatim Times Network | Journalist Area**Feb 2021 - June 2021**

- Cover, write, and publish local and national news for online platforms with high speed and accuracy.
- Conduct in-depth research and interview sources to support the quality of news content.
- Work closely with the editorial team to ensure editorial and grammatical standards are met.

Education

Islamic State University of Sunan Ampel**September 2017 - January 2021**

Bachelor Degree Islamic Communication & Broadcasting, IPK 3,60/4.0

Research Title: "Islamic Communication Strategies in Moral Development through Pencak Silat Pagar Nusa Activities (A Phenomenological Study of Edmund Husserl at the Pagar Nusa Training Center in Gresik)"

Skills & Tools

- Paid Advertising (Meta, Shopee, Tiktok & Google Ads)
- Website Development (CMS Wordpress)
- Google Analytics & Google Tag Manager
- Graphic Design (Adobe Photoshop & Canva)
- Search Engine Optimization (Google Search Console, Ubersuggest, Ahrefs)
- Search Engine Marketing
- CRM Marketing & Data Analysis

Certification

- Google Ads Search Certification by Google Skillshop (2025)
- Google Ads Apps Certification by Google Skillshop (2025)
- Certified BNSP Digital Marketing (2025)
- Social Media Organic Batch 4 by Belajarlagi (2022)
- Information and Communication Technology by UIN Sunan Ampel (2020)
- Writing Advertisement Copywriting for Advertising Specialists by KEMNAKER (2021)