

RENDY BASKHARA

Growth & Product Marketing Leader | Acquisition to Revenue

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PROFESSIONAL SUMMARY

Growth and product marketing leader with 7+ years across e-commerce, automotive retail and consumer brands. I build full-funnel systems that connect acquisition to revenue — owning a search channel end to end from first click through credit approval to units delivered, and building the dashboards that run it. Currently Head of Organic Growth at Nusantara Sakti Group, leading a team of 20. Fluent in English, native in Bahasa Indonesia.

SELECTED IMPACT

- Grew a search channel from 4 to 81 motorcycle units sold per month; 1,238 units total between Jan 2024 and Jul 2026.
- Generated Rp400M+ in revenue through SEO in a single year, with 221 units physically delivered.
- Lifted orders 34.5% and units 16.1% year over year (Jan–Aug 2026 vs 2025) on 4.4% LESS search traffic — efficiency per 1,000 clicks up 41%.
- Grew article-driven customer conversations from 742 to 8,037 a year (+90.8%) while publishing 19% fewer articles.
- Shipped a credit affordability calculator that raised qualified applicants by 50%+ over three months; concept, logic and go-to-market owned across four teams.
- Built 7 internal dashboards with AI assistance — covering ad spend, traffic attribution, orders, credit approval and delivery — with no engineering ticket or added headcount.
- Earlier, in healthcare: drove 1.03M organic clicks from 31.2M impressions in a year (the site's best in five years) and ran 90 paid campaigns reaching 5.4M people at Rp1,920 per 1,000 impressions.

CORE COMPETENCIES

Strategy: Growth Strategy, Go-to-Market Planning, Product Positioning, Brand & Campaign Strategy, B2B & B2C Channel Growth

Execution: Technical & Content SEO, Google / Meta / TikTok Ads, Creative Direction, Landing Page & Funnel Design

Analytics & Systems: GA4, Google Search Console, Looker Studio, Ahrefs, Google Apps Script, AI-assisted dashboard building, A/B testing

Leadership: Cross-functional Collaboration, Executive Communication, Team Coaching & SOPs, Agency & Partner Management

Languages: English (Full Professional Proficiency, TOEIC 635), Bahasa Indonesia (Native)

PROFESSIONAL EXPERIENCE

Head of Organic Growth | Nusantara Sakti Group

Feb 2026 – Present

- Own organic growth end to end for a national motorcycle sales pipeline — strategy, experimentation, and the SLA connecting marketing to telesales.
- Lead a team of 20: 2 SEO specialists, 2 telesales team leads and 15 telemarketers.
- Set the metrics the channel is judged on (leads, CVR, CPL, revenue contribution) and report performance to senior stakeholders.

SEO Supervisor | Nusantara Sakti Group

Feb 2024 – May 2026

- Turned search visibility into a measurable sales channel: 627 units in 2025, up 184% on the prior year.
- Improved efficiency rather than volume — Jan–Aug 2026 delivered 34.5% more orders and 16.1% more units than 2025 on less traffic; average Google position improved from 7.8 to 6.3.
- Led the credit calculator initiative: identified the rejection pattern in application data, defined the affordability logic, and coordinated front-end, back-end, credit and social teams to launch it.
- Built lead scoring and follow-up SLAs so telesales worked the highest-intent leads first.
- Extended SEO into B2B spare-part sales for shops and workshops — Rp402M+ booked in the first half of August 2024, up 37% from the May start.

Digital Supervisor | Nusantara Sakti Group (kliknss.co.id)

Feb 2023 – Jul 2024

- Directed SEO, paid media and creative strategy for the company's e-commerce platform.
- Grew organic users 58.2% year over year; 783K clicks from 39.2M impressions over 16 months.

- Converted 41 Honda motorcycle sales in a single month (July 2023) through Facebook Ads on a Rp6M budget — roughly Rp146K per unit sold.
- Launched 'GaPakaiSlow', a long-running campaign that drove 100+ motorcycle sales on installment plans.
- Opened a new lead source via in-article chat, reaching 828 conversations in four months.
- Managed Google, Meta and TikTok Ads budgets, and partnered with engineering on site and app conversion improvements.

Business Owner | Balakosa Project

Mar 2021 – Dec 2023

- Founded and ran an event-services business end to end — concept, vendors, execution — booking 10+ weddings in the first six months.

Digital Marketing Specialist | PT Cito Putra Utama (labcito.co.id)

Dec 2021 – Feb 2023

- Delivered the clinical lab network's best organic year in five: 1.03M clicks from 31.2M impressions, 3.3% CTR, average Google position 8.2.
- Won position #1 and Google featured snippets on high-volume health queries (3,000–6,000 monthly searches), several tied directly to billable services.
- Ran 90 Facebook Ads campaigns reaching 5.4M people and 12.7M impressions on Rp24.5M spend — Rp1,920 per 1,000 impressions.
- Lifted social engagement 168% and net follower growth 111% year over year through content planning and Reels.
- Published 100+ research-backed health articles; several were picked up by Google featured snippets and AI Overview, and cited organically by detikJatim (Detik.com).
- Ran the seasonal 'CAKAP' campaign, driving 300+ bookings of the CAKAP heart-check package.
- Built an Instagram Reels series averaging 1,000+ views per video, and composed the Labcito jingle now used across their social content.
- Refreshed labcito.co.id, built citoklinik.co.id and risetmediscito.com, and designed the Beranda CITO mobile app UI; directed a team across video, graphic and motion.

Digital Marketing Specialist | PT Tiga Mas Selaras (Graha Mas) — Real Estate

Apr 2021 – Dec 2021

- Rebranded the company's social presence: Instagram grew from 231 to 400+ followers in six months, organically plus Meta Ads.
- Generated 25+ leads a day at peak and one house sale a month (Rp500M product) at roughly Rp7,500 cost per inbound chat on a Rp150K weekly budget.
- Ran integrated monthly campaigns across Instagram, Facebook, Google and TikTok, and led influencer partnerships.

Founder & Business Owner | Mesmerize Works

Oct 2019 – Jan 2021

- Built an apparel brand from zero — product, content and paid promotion — with brand collaborations (Never Too Lavish, Jakarta Sneakers Day) and an original interview series.

Marketing Communication Assistant | Tribun Group of Regional Newspaper

Feb 2020 – Apr 2020

- Developed event concepts and social content; facilitated media partnerships with BPJS Ketenagakerjaan and Angkasa Pura.

Outbound Sales Representative | Ruangguru.com

Feb 2021 – Apr 2021

- Sold an online learning product by phone — early hands-on grounding in CRM, objection handling and consumer behaviour.

EDUCATION

Politeknik Negeri Semarang

Associate's Degree, Marketing Management | 2017 – 2020