WILLIAM FILBERTO OSAMULIA

Growth Marketer (APAC & US) | Paid acquisition, funnels, CRM and tracking

Seoul, South Korea · Visa: D-10 (job-seeking) · william.filberto@gmail.com
Indonesian (native) · English (TOEIC 980) · Korean (TOPIK 4)

SUMMARY

Growth marketer across APAC and the US: paid acquisition, funnel and follow-up measurement, CRMs and tracking. Indonesian, Seoul-based, working in Indonesian, English and Korean. About two years of hands-on work owning budgets, CRMs and tracking end to end; managed $8,000+ in ad spend across 4 ad accounts in 3 currencies (USD, KRW, IDR). I judge acquisition by what happens after the click: cost per real enquiry, reach rate and bookings, not the platform's count.

SELECTED RESULTS

- **Acquisition cost:** $200 Meta test for a New York car detailer brought 24 real enquiries at $8.33 each, counted in the CRM, not Meta's 32 (Oct–Nov 2026).
- **Funnel:** the CRM I built showed the next gain was in follow-up, not the ad, so the rule became: no budget increase until 70% of enquiries are reached two weeks running.
- **Indonesia:** Meta → WhatsApp funnel for a Jakarta beauty studio: 68 conversations at about Rp16,400 each → 16 bookings (23.5%), 4.29x ROAS (1–21 Nov 2025).
- **Efficiency:** took a US Amazon account from above 300% ACOS to 68% in two months; ad-attributed sales +60% month over month (Jul–Aug 2025).

EXPERIENCE

Performance Marketer & Content Manager 2026.05 – Present
New York car-detailing client (US local service) · remote, via PRYSM Creative

- Ran a price-in-the-ad Meta lead-gen test (one ad set, $20/day, 28 Oct – 7 Nov 2026): $200 → 24 real enquiries at $8.33, 3.2% CTR, about 34% hook rate.
- Built the client's CRM in Google Sheets + Apps Script (live since 18 Oct 2026, used daily): every web form becomes a card with a call task within about five minutes, an owner alert, and a "not called yet" alert after two shop hours.
- Joined Meta data to CRM outcomes in a weekly scorecard (spend, cost per lead, hook/hold rate next to reached, speed to call, booked, won); found the next gain was in follow-up and set the rule: no budget increase until 70% are reached two weeks running.
- Wrote the ad script with the price on screen and recorded the voiceover; judged the ads by cost per booked job, not cost per lead.

Director of Marketing & Co-owner 2025.01 – Present
Jakarta beauty studio, Indonesia · partly remote

- Moved bookings to a Meta → WhatsApp flow, because Indonesian customers book by chat: one offer with a clear price, broad vs interest audience tests, custom hook/hold-rate columns; 68 conversations → 16 bookings, 4.29x ROAS (Nov 2025).
- 2026: rebuilt the path from ad to chat so every tap is counted once, from a known ad (URL parameters, no double counting), and locked delivery to the target customer: Instagram and Facebook, women 20–35 within 7 km.
- Managed Rp36M (about $2,200) in Meta ad spend (Jan 2025 – Nov 2026), with split tests and rebuilt ad groups.
- Ran the Instagram/TikTok content strategy (7.6M TikTok views in 12 months), launched the Shopee store and built the studio's booking and record-keeping system.
- Designed and built (with Claude) a WhatsApp AI reply assistant on the official WhatsApp Cloud API that answers from the studio's own facts and hands bookings to a human; in testing.

International Business Growth & Operations Associate 2026.02 – 2026.08
AIMD Inc. (CodeSteri Inc.), Seoul · Korean device company

- Wrote 40-page AI-assisted market research reports on Singapore and Indonesia (sources cross-checked, confidence-scored per section); Singapore became the primary Southeast Asia target.
- Built a partner pipeline across 5 regions (UAE, US, Japan, Vietnam and more), segmented by distributor, pharmacy and retailer, with tailored outreach templates.
- Listed and managed products on 6 marketplaces (Amazon, Naver Smart Store, Kickstarter, Wadiz, Alibaba, Indiegogo), including compliance and customer communication; took over the live Indiegogo campaign (overseas orders, logistics, post-purchase surveys).

- Wadiz crowdfunding: wrote the Korean product story and page structure (used by the agency as the skeleton of the final design); made the ad creatives and monitored Wadiz's ad platform.

Global Sales & Marketing Intern 2025.01 – 2025.08

Sunny Side Up, Seoul · K-beauty startup (K-Startup programme)

- Took over a US Amazon ads account from an outside agency and cut ACOS from above 300% to 68% in two months (Jul–Aug 2025): rebuilt into 4 campaign types, mined search terms every 2–3 days, added negatives.
- Grew ad-attributed sales 60% month over month ($867.88 → $1,387.42), with 130+ orders in August and the rating up from 3.6 to 3.8.
- Reworked the listing and A+ content with a designer after competitor research in Helium 10 and Cerebro; localised the copy from Korean into English.
- Set up the brand's Shopee stores for Vietnam, Malaysia and the Philippines; profiled 100+ potential partners for Cosmoprof Bangkok and prepared the CEO's meeting briefs; rebuilt the company website and wrote SEO blog content.

Freelance Growth Marketer 2026.05 – Present

PRYSM Creative, Seoul · small marketing agency

- Law firm for foreigners in Seoul: won the work on the first call (13 Oct 2026) with an audit deck and a live demo. The audit found the live site could not count a single enquiry (contact buttons led nowhere, tag container empty) and Google Ads was optimising toward page-view "conversions".
- Wrote the tracking plan: one GTM "enquiry" event tagged by channel (WhatsApp, KakaoTalk, Telegram, phone, email, form) → GA4 and Google Ads as the only primary conversion. Pre-launch.
- Reviewed the client's Google Ads (read-only, 90 days): 45% of keyword spend sat on keywords with Quality Score 1–3 and landing-page experience was below average on 51% of spend; planned one ad group per topic, each sent to its own page.
- Local SEO under Korean Bar Association ad rules: keyword map, titles and descriptions for 15 pages, Google Business Profile and directory listings.
- Built my own AI workflow in Claude Code: a hub per client, weekly ad-vs-CRM scorecards, and a learning loop that turns corrections into written rules.

Content & Social Media Marketing Manager 2024.09 – Present

DMV Music Alliance, Washington D.C. · remote, nonprofit

- Led the marketing team across 9 projects: design, copywriting, keyword research, split tests and the content calendar, plus social (Buffer), events and influencer outreach.

SKILLS & TOOLS

Growth: funnel design · acquisition cost (cost per enquiry, per booking) · activation and lead follow-up · segmentation · A/B and creative testing · partnerships · market-entry research · weekly reporting

Paid media: Meta Ads · Google Ads · Amazon Ads (Helium 10, Cerebro) · TikTok Ads · Wadiz ads

CRM, tracking & analytics: CRM design (Google Sheets + Apps Script) · HubSpot · Mailchimp · GA4 · Google Tag Manager · Google Search Console · Meta Pixel · URL/UTM parameters · WhatsApp Business

Commerce & web: Amazon Seller Central · Shopee · Naver Smart Store · Wadiz · Kickstarter · Indiegogo · Alibaba · WordPress · Wix · Shopify

Content & AI: Premiere Pro · CapCut · Canva · Figma · Photoshop · Claude Code · Perplexity

EDUCATION

SolBridge International School of Business, BBA, Marketing 2022.08 – 2024.08

Binus International University, Bachelor of Economics 2020.09 – 2024.09

Universitas Prasetiya Mulya, Business Economics 2019.09 – 2020.07

LANGUAGES

Indonesian (native) · English: TOEIC 980/990 (2025.10) · Korean: TOPIK 4 (2024.06), working level