

KYLA ZHAHRA RAVENSKA

Depok, West Java, Indonesia | +62 812-8776-5052 | kylazahrav@gmail.com | [linkedin.com/in/kyla-zhahra](https://www.linkedin.com/in/kyla-zhahra)

Commercial marketing professional with 3+ years of experience driving category strategy, market analysis, and commercial initiatives within high-growth consumer businesses. Combines strong analytical thinking with cross-functional collaboration to translate consumer insights into impactful business strategies, optimize performance, and support growth across retail, e-commerce, and consumer-facing categories.

PROFESSIONAL EXPERIENCE

PT Bumiku Traveling Indonesia (Bumiku Tour) — Founder, Marketing Lead

Dec 2024 – Present

Independent venture launched after AEON; travel content and campaign experience.

- ▶ Built brand identity and a structured content calendar from zero, driving **IDR 2.5B** cumulative revenue across 50+ projects and 120+ repeat customers — direct, hands-on proof of campaign planning and brand-building without a team to lean on.
- ▶ Negotiated and managed 60+ external partners (B2B agencies, guides, vendors), translating brand messaging consistently across every touchpoint.

PT AEON Indonesia — Group Leader, Health Beauty Care Operations (Senior Officer) Sep 2023 – Nov 2024

Japanese multinational retailer; Health & Beauty category, IDR 5B+ monthly revenue.

- ▶ **Owned pricing, promotional planning, and integrated marketing campaigns** for the Health & Beauty category — generating IDR 5B+ in monthly revenue and **120% YoY sales growth**.
- ▶ Selected as 1 of a small cohort of Management Trainees from **12,000+ applicants**; rotated across marketing, merchandising, e-commerce, and customer insights before placement into a divisional leadership role **6 months ahead** of typical program pace.
- ▶ Partnered with **15+ beauty brands** on in-store activations and loyalty campaigns, lifting repeat customer engagement **114.5%** against the prior campaign cycle.
- ▶ Built always-on KPI dashboards and ran competitor/market analysis that directly shaped campaign content and category promotional calendars.
- ▶ Led a team of 10 plus 80+ sales promoters across merchandising, marketing, and sales.

Empowomen Group — Co-Founder, Marketing Education

Jan 2023 – Aug 2023

Community initiative supporting ~3,000 women entrepreneurs in West Java through digital marketing mentorship.

- ▶ Designed and delivered **12 digital marketing workshops** with 5 industry professionals, reaching 120 participants and mentoring 80 MSMEs on content and growth strategy.

PT FWD Insurance Indonesia — Product Proposition Intern

Jul 2023 – Sep 2023

Digital-first life insurance company.

- ▶ Ran competitor benchmarking and coordinated regional UAT across Hong Kong, Singapore, and Malaysia (**98% validation rate**), sharpening cross-market coordination skills relevant to multinational brand teams.

PT Global Digital Niaga (Blibli.com) — Social Media Marketing Intern

Jul 2022 – Jan 2023

Leading Indonesian omnichannel e-commerce platform.

- ▶ **Planned and ran content calendars** end-to-end, publishing **300+ Instagram posts** promoting 200+ products and merchandising content across **2,100+ SKUs**.
- ▶ Used campaign performance data to refine content strategy, contributing to a **~7x month-over-month increase** in branded content reach (from a low baseline as the program scaled).

EDUCATION

Universitas Indonesia (UI) — B.B.A., Business Administration

Jul 2019 – Jan 2023

GPA: 3.76 / 4.00 — Best Research Assistant Award (developed financial reporting solutions from 3,000+ corporate records)

CORE SKILLS

Brand & Content: Content calendar planning, promotional & pricing strategy, integrated campaign execution, brand positioning, go-to-market planning

Commercial: B2B partner negotiation, vendor & key account management, cross-functional team leadership (up to 90 people)

Analytics: Market & competitor research, KPI dashboards, campaign performance reporting, customer insight synthesis

Tools: Excel (pivot tables, dashboards), Power BI, Tableau, Google Analytics, Canva, Meta Ads, Google Ads, CRM systems

ADDITIONAL INFORMATION

Languages: Bahasa Indonesia (Native); English (Fluent)

Certifications: Certified Digital Marketing (Intensive Bootcamp & Project Mentoring)

Volunteer: Volunteer for Kitabisa.com's project, Co-Organizer of the Global Indonesian Summit (Aspiring Young Millenials) '21 by Tjitra & Associates, and Deputy Head of Career Development Department at Student Executive Board FIA UI