

Fahmi Husaini Sanum

Performance Marketing

085159819975 | mail@fahmihusain.com | fahmihusain.com | Jakarta, Indonesia

Digital marketing professional with approximately five years of experience, specializing in paid ads and performance marketing. I manage and optimize advertising campaigns across multiple platforms, holding budget and KPI accountability from planning through reporting. My work is data-driven: I read campaign performance closely and keep adjusting structure, audience, and spend until the numbers move.

WORK EXPERIENCE

Digital Marketing Lead - Mandaya Hospital Group - Jakarta

Dec 2025 - Present

- Lead the planning and execution of digital marketing strategy to drive traffic, generate leads, and increase sales across multiple digital channels.
- Manage campaign performance across Google Ads, Meta Ads, and other digital platforms, analyzing data to optimize ROI.
- Coordinate the team on strategy, creative, and landing pages to achieve business goals effectively.

Senior Campaign Specialist - BigEvo - Jakarta

Feb 2022 - Nov 2025

- Planned and executed digital advertising campaigns, managing budget, quality, and KPIs for all campaigns.
- Identified trends and insights to optimize spending and campaign performance accordingly.
- Measured and reported the performance of all paid digital advertising efforts.
- Brands handled: Astra Honda Motor, Voila.id, LaSalle College, and others.

Digital Marketing Specialist - Calysta Skincare - Bandung

Jan 2021 - Dec 2021

- Created and managed marketing campaigns using Facebook Ads, Google Ads, and TikTok Ads.
- Oversaw website content and Google My Business.
- Developed email marketing strategies and managed customer relationship management (CRM) efforts.

Education Consultant - Ruangguru - Yogyakarta

Jan 2019 - Aug 2020

- Maintained strong relationships with customers and potential clients by offering solutions to educational challenges through Ruangguru products.
- Followed up with Ruangguru app users to encourage premium subscriptions.
- Goal-oriented and focused on achieving targets.

SPEAKER AND TRAINER

Panelist - Marketingfest.asia/id - Jakarta

Nov 2023

Marketing Tools Unleashed: Navigating the Future of Digital Engagement. Panelist in a talk show organized by Exabyte, discussing the future of digital engagement and marketing tools.

Trainer - BigEvo Digital Bootcamp

Oct 2023

Instructor in a two-week digital marketing bootcamp organized by BigEvo.

Guest Speaker - Universitas Muhammadiyah Karanganyar

Jun 2023

Invited as a guest speaker at the Communication Science department to introduce the digital marketing profession and its scope of work.

EDUCATION

Communication Studies - Universitas Islam Indonesia - Sleman, DI Yogyakarta

2014 - 2018

Science - SMAN 3 Kota Serang - Serang, Banten

2011 - 2014

SKILLS AND TOOLS

Advertising platforms: Google Ads, Meta Ads, TikTok Ads

Analytics and measurement: Google Analytics, Google Tag Manager, Google Looker Studio, Google Search Console, Keyword Planner

Disciplines: Performance Marketing, Digital Advertising, Search Engine Marketing, Search Engine Optimization, Email Marketing, Affiliate Marketing, Digital Marketing