

Habib Akmal Abhirama

Marketing Manager · Performance Marketing, CRM & Brand Content

Based in Bali, Indonesia · **Open to international roles, on-site or remote**
hello@abhirama.cv · abhirama.cv · linkedin.com/in/habib-akmal-abhirama-6b8b91226 · behance.net/HAAbhirama
Indonesian (native) · English (full professional) · German (B1)

PROFILE

Marketing manager with 5+ years in digital marketing across luxury hospitality, property, wellness and B2B events. Most recently Head of Marketing for Escape Nomade & La Casa Modular (luxury tented villas for resorts in 55+ countries, and prefab modular homes) and marketing lead for GYMNASIUM, a high-end wellness and fitness club in Bali. Strong in performance marketing and lead generation across Meta, Google and LinkedIn, CRM, email and reporting, and I write and direct the brand content myself.

CAREER HIGHLIGHTS

Escape Nomade & La Casa Modular Luxury glamping tent manufacturer · prefab housing & architecture Nov 2025 – Nov 2026	**700+** inquiries a month	**~USD 2** average cost per Meta lead, 550+ leads a month	**~85%** of new sales prospects sourced by marketing
GYMNASIUM High-end wellness & fitness club · Ubud Jul 2026 – present	**20K+** website visitors a week (Google Analytics 4)	**12-14** direct website leads a week, from 8+ countries	**~80** local businesses pitched in 4 weeks, 8 partnerships
Indonesia Miner & Djakarta Mining Club Mining industry conferences & B2B events Feb 2024 – Dec 2024	**300+** mining and production companies, incl. PT Freeport	**2,500+** weekly bulletin readers	**1,450+** delegates at the flagship conference

Monthly and weekly figures are typical run rates: Escape Nomade & La Casa Modular from the Aug to Sep 2026 management reports, GYMNASIUM from Google Analytics 4 and the website lead inbox, Oct 2026.

EXPERIENCE

Head of Marketing (Marketing Manager)

Nov 2025 – Nov 2026

PT Esprite Nomade · Escape Nomade & La Casa Modular · Bali & Banyuwangi, Indonesia

Luxury tented villas for resorts and spas in 55+ countries, and prefab modular homes with custom architecture, made in-house by 250+ factory workers.

- Owned paid media across Meta, Google and LinkedIn (**IDR 50M+ (~USD 2.7K) a month**, incl. the marketing tools budget) and ran market-targeted campaigns around international events (e.g. Thailand). Moved ads, SEO and both websites to monthly, data-driven optimisation (Google Search click-through rate ~**10%**).
- Rebuilt Meta campaigns around lead forms and WhatsApp chats, bringing in a steady **550-680 leads a month** on a tighter budget.
- Rolled out the company's first CRM with central data storage and an inquiry dashboard, tracking every inquiry by channel (Meta, email, WhatsApp) and brand.
- Made marketing the main source of the sales pipeline: **16 of 19** new prospects in Sep 2026 came from ads, the website or email, and **33 of 44** La Casa Modular prospects across the year.
- Rebuilt key website features on escapenomade.com and lacasamodularliving.com (new home pages, a 4-step order process, 8 new portfolio projects): **44 catalogue requests** on escapenomade.com in the first month after the update.
- Opened new markets: dedicated Latin America accounts (**110 lead forms and 32 WhatsApp chats a month**), a Southeast Asia WhatsApp campaign (**50 chats in its first 12 days**), and prospects from **8+ countries** incl. the UAE, Philippines, Turkey and Costa Rica.
- Led a **12-person** marketing and production team; wrote and directed **12 brand films in 12 months**; Instagram across both brands ran at **500K+ views a month** (32.5K followers). Launched email marketing (**6,700+ contacts**) and monthly management reporting for the CEO and GM.
- Coordinated the Desa La Casa Modular 360° virtual tour at no extra cost; bridged factory, management and developers on the ERP and CRM rollout for **250+ factory workers**; ran the show for Nomade Night, a hybrid company event for **~200 people**.

Marketing Manager

Jul 2026 – Present

GYMNASIUM · Ubud, Bali

High-end wellness and fitness club with a recovery suite and fight studio, 400+ members.

- One-person marketing department: website, SEO, Google Analytics 4, Google and Meta ads, TripAdvisor, and numbers-first weekly reporting for the CEO and GM.
- Runs the Google and Meta ads, SEO and site updates that bring **20K+ visitors a week** to the website and **~500 a week** to the Membership page.
- Leading the club's move to **GymMaster**, the New Zealand gym management platform: connecting the website, a branded member app (QR check-in, class booking) and the front desk, working directly with GymMaster's account team.

- Brought the website in-house (custom WordPress theme, no paid developer) and built a promo-code lead system that brings in **12-14 direct leads a week**, each with a name and WhatsApp number.
- Partner and PR outreach: pitched **~80 Ubud businesses in 4 weeks** from a 138-business database, with **8 partnerships** agreed, incl. Outpost coworking and Local Expats Bali (650+ members).
- Writes the club's Journal for Google and AI search: **6 articles** in the first month; ChatGPT now refers **~30 visitors a week**.

Head of Marketing & Creative Lead
Feb 2025 – Oct 2025

Summerhouse Bali · Canggu, Bali

Villa management and real estate: 50 short-term rental properties managed, 1,000+ guests hosted.

- Led marketing and creative for the villa portfolio: villa storytelling content reached **320K+ Meta views a month** (120K+ Instagram views, 70K+ reach).
- Launched the TikTok channel and set the multi-platform strategy across Meta, TikTok, LinkedIn and Pinterest.

Digital Marketing Executive
Feb 2024 – Dec 2024

Indonesia Miner & Djakarta Mining Club · Jakarta

Indonesia's flagship mining industry conference and its B2B networking club.

- Handled digital client relations by email for leading mining and production companies, including **PT Freeport Indonesia**, covering their digital needs around the conference.
- Wrote and sent the weekly industry news bulletin to a **2.5K-strong** readership; ran the B2B and B2C email (EDM) strategy and copy.
- Digital marketing for the conference (**60 speakers, 35+ exhibitors, 40+ sponsors** and associations) and **6 networking events a year (1,100+ attendees)**, incl. LED Videotron visuals with the VJ team.

Trial Class Manager
Nov 2023 – Feb 2024

Algorithmics Indonesia · **EdTech, international coding school for kids**

- Turned more than a third of trial-class attendees into paying students every month, clearing the probation target within the **first two weeks**; sold courses from **~USD 100 to 1,700** to parents.

Co-Founder & CMO
Jan 2021 – 2023

Magnus Apparel · **Fashion accessories e-commerce on Shopee**

- Ran marketplace ads that turned **119K+ unique visitors** into **~5,000 orders**; pivoted into mask apparel during COVID-19.

Freelance Digital Marketer & Videographer
2020 – 2026

Small businesses in Bandung and Bali: campaigns, short-form content and team training; grew one client's reach and engagement by up to **60% in two months**.

EDUCATION

STMIK IM Bandung · Bachelor of Informatics Engineering (S.Kom.) · 2021 – 2026 (expected)
Graduation research published as a peer-reviewed journal article on ERP with AI-based predictive maintenance (Eduvest, SINTA 3, Aug 2026).

Universitas Padjadjaran · German Literature · 2018 – 2019

CERTIFICATIONS

Goethe-Zertifikat B1, Goethe-Institut (2021)
IELTS, British Council, band B2 (2020)
JavaScript Bootcamp, Bandung Coders (2021)

VOLUNTEERING

Bandung Coders, event management (2020 – present): helped run online bootcamps of 80+ participants per batch
AIESEC, host family and facilitator (2019 – 2021)

SKILLS

Marketing: Performance marketing (Meta, Google, LinkedIn Ads), lead generation and cost-per-lead optimisation, CRM and lead management, Google Analytics 4, SEO and AI-search visibility, email marketing (Mailchimp), B2B partnerships, event marketing

Content: Scriptwriting, creative direction, brand films, short-form video (Instagram Reels, TikTok), DaVinci Resolve, CapCut, Adobe Creative Suite, Canva, 360° virtual tours

Tools & AI: AI-assisted marketing workflows (Claude, Gemini), WordPress, GymMaster, Notion, Google Workspace, Microsoft Office

LANGUAGES

Indonesian (native) · English (full professional) · German (B1)