



# Jesslyn Giovanni

## PROFILE

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Portfolio :  
bit.ly/jesslyn-portfolio

## TOOLS & PLATFORMS

Meta Ads	●●●●●
Google Ads	●●●●●
Google Analytics	●●●●●
Google Data Studio	●●●●●
LinkedIn Ads	●●●●●
TikTok Ads	●●●●●

## CERTIFICATION

Google Search Ads Certification  
LinkedIn Ads Certification  
GA4 Essential Training Certification

## EDUCATION

2013 — 2016  
The One Academy  
Diploma in Illustration  
with Movie and Game Art

## LANGUAGES

Bahasa Indonesia	●●●●●
English	●●●●●
Bahasa Melayu	●●●●●
Japanese	●●●

## ABOUT ME

I'm a performance marketer that has experience in various industries across ASEAN. With my attentiveness to details, combined with data-driven mindset, I help clients to drive measurable results and achieve business objectives.

## EXPERIENCE

2021 — Present (Elfo)

**Assistant Manager - Performance Marketing** (08.2023-Present)

**Performance Marketing Strategist** (06.2021-07.2023)

- Leading & manage Performance team; provide guidance & assistance to ensure the achievement of results
- Track and manage clients' budget effectively to ensure cost-efficiency
- Develop tailored strategies for clients to help their business goals
- Collaborate with creative & sales teams to ensure integrated marketing efforts.
- Strategize and manage digital marketing campaigns across ASEAN for clients from various industries, such as General Electric (Healthcare) & Mimpikita
- Track & analyze data from campaigns to identify areas for optimization

2020 — 2021 (Mobi Asia)

**Digital Marketing Specialist**

- Planning, managing & optimizing media buys on different channels
- Overseeing design process of marketing collaterals to ensure consistency

2017 — 2020 (NEXT Academy)

**Digital Marketer**

- Project managing the launch of a new course, this includes developing marketing strategy and course syllabus with 3x ROAS in less than 2 weeks
- Teaching passionate individuals, including SME owners and managers from MNC across Malaysia to grow their skills or businesses with digital marketing
- Planning, execute and analyze paid advertising campaigns to drive more quality leads and conversions

## SKILLS

- Media Buying (Meta, Programmatic, Google, TikTok & LinkedIn)
- Project Management
- Budget Management
- Analytics & Measurement
- Social Media Management
- Campaign Ideation