GADA ISWARA

MARKETING | GROWTH | CRM

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PROFESSIONAL SUMMARY

Marketing professional with 7+ years of experience across digital strategy, performance marketing, growth, CRM, and customer lifecycle management. Experienced in retail, fintech, agriculture, and digital platforms, connecting acquisition, activation, conversion, and retention through cross-channel execution and customer insights. Has directly led two-person digital execution teams at FOOM and Jiva while partnering cross-functionally to turn performance data into business decisions.

CORE COMPETENCIES

Digital marketing strategy | Growth & acquisition | Lifecycle CRM | Retention & loyalty | Go-to-market planning
Paid media | E-commerce & O2O | Marketing automation | Campaign analysis | Team & stakeholder leadership

PROFESSIONAL EXPERIENCE

FOOM LAB GLOBAL | Nov 2025 - Present

Digital Marketing Assistant Manager

- Lead acquisition and lifecycle marketing across paid media and CRM, coordinating campaign execution across FOOM digital and retail-facing channels.
- Directly manage two digital execution team members; translate campaign plans into channel activities, reporting, and ongoing optimization.
- Develop cross-channel growth initiatives associated with 15% month-over-month sales growth, as reported in internal campaign results.
- Manage CRM targeting, segmentation, and automated customer journeys, with an observed customer retention rate of 40%.
- Support product go-to-market activity with campaign planning, performance insights, and paid/owned-channel coordination.

Jiva | Apr 2025 - Sep 2025

Digital Performance Lead

- Led digital performance initiatives covering acquisition, transaction growth, and CRM activation; directly managed two team members in digital execution.
- Designed targeted lifecycle campaigns that improved user activation by 40-60% through segmentation and personalized communication.
- Built automated customer journeys and segmentation models linked to retention improvement of more than 50%.
- Used paid media and CRM reporting to identify opportunities, refine initiatives, and support launches of products and features.

Jiva | May 2023 - Apr 2025

Senior CRM Digital Activation Specialist

- Owned end-to-end multichannel digital activation campaigns across customer acquisition, activation, and ongoing engagement.
- Built user segments and automated lifecycle journeys to encourage feature usage and repeat engagement.
- Analyzed campaign and app performance to inform prioritization and improve daily CRM execution.

PROFESSIONAL EXPERIENCE (CONTINUED)

KoinWorks | Jun 2022 - Apr 2023
Senior Campaign Strategy & Planning

- Developed transaction-led marketing campaigns associated with a 30% increase in purchases and transactions.
- Planned segment-specific growth and promotional strategies for SME neobanking and P2P funding users.
- Coordinated cross-channel campaign execution spanning CRM and Meta Ads for B2B and B2C audiences.
- Translated data and commercial priorities into campaign calendars, messaging, and optimization plans.

Zilingo | Mar 2022 - Jun 2022
CRM Specialist

- Owned CRM communications across email, WhatsApp, SMS, in-app, and website channels for B2B and B2C audiences.
- Built behavior-based automated customer journeys and prepared multichannel campaign content.
- Managed campaign execution across lifecycle touchpoints and monitored engagement needs.

MODENA | Aug 2021 - Feb 2022
CRM Business & Data Analyst

- Planned targeted CRM campaigns using customer segmentation to support lead acquisition, revalidation, and reactivation.
- Created marketing-automation customer journeys across digital engagement channels.
- Contributed to offline-to-online and B2B/B2C customer engagement initiatives.

INDODAX | Aug 2019 - Aug 2021
Customer Relationship Management Specialist

- Analyzed customer behavior and data insights to inform engagement programs and CRM communication.
- Managed the INDODAX PRIORITY loyalty initiative and maintained relationships with high-value customers and partners.
- Developed email marketing communications, researched customer feedback, and supported product improvement insights.

SUN Media Creative Agency | Feb 2019 - Jul 2019
Account Executive

- Supported agency clients through account coordination, sales-funnel updates, and marketing planning.
- Contributed to website content writing and client campaign support.

TOOLS AND CHANNELS

MoEngage | CleverTap | Salesforce | Meta Ads | Microsoft Excel | Tableau | Shopify | Email / WhatsApp / SMS / In-app CRM

EDUCATION

Udayana University | Bachelor's Degree in English Literature | 2015 - 2019