

Daniel Vincent Letare

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About Me

Fresh Graduate Business Management Business Telecommunication and Informatics student at Telkom University with a strong interest in data-driven digital marketing. Experienced in campaign management, audience targeting, Meta Ads, and TikTok Ads, with the ability to turn performance data into practical insights using Excel, SQL, Google Looker Studio, and Tableau. I also use AI to accelerate campaign analysis, identify audience and content opportunities, strengthen strategic planning, and support faster, more informed decisions. By combining creativity, marketing strategy, data, and AI, I aim to deliver campaigns that drive measurable growth, stronger engagement, and meaningful customer connections.

Education

Telkom University

(Sept, 2022 - Sept, 2026)

GPA: 3.85/4.00

Undergraduate in Management

- Demonstrated leadership and business acumen by securing funding, managing operations, and leading a team of 12 to surpass profit targets in an Entrepreneurship course

Tempat Belajar

(Sept, 2024 - Jan, 2025)

Certificate in Career Accelerator Digital Marketing

- Completed an intensive boot camp, gaining knowledge in Digital Advertising, Copywriting, SEO, Marketing Strategy and many more
- Directly implemented digital marketing strategies by managing an SME business, gaining hands-on experience in campaign execution and performance optimization.

Celerates

(Sept, 2024 - Dec, 2024)

Certificate in Acceleration Program :Business Intelligence and Data Analyst

- Completed an intensive boot camp, gaining expertise in data visualization, statistical analysis, data warehousing, and other key data analysis disciplines.
- Performed end-to-end Business Intelligence & Data analyst processes using real-world database

Working Experience

Online Marketing Intern, Shopee

(Feb, 2026 -June, 2026)

- Analyzed performance metrics for the TikTok One Affiliate Project to track campaign effectiveness and provide data-driven insights.
- Managed the execution of 5,000+ TikTok Ads, overseeing the high-volume upload and launch process to ensure 100% campaign readiness.
- Managed Meta Marketplace Solutions (MMS) for a high-value retail brand, ensuring Meta ad campaigns for BAU, Payday, and Double Date.
- Helped the administration of 100+ Shopee CPAS accounts, increasing the daily volume of shop integrations and onboarding efficiency.
- Partnered with the Affiliate team to review and curate 200+ creative submissions from TikTok Affiliator, ensuring alignment with brand guidelines and technical specs.
- streamlined Shopee's TikTok affiliate upload process through an AI-assisted workflow, supporting a 300% increase in individual daily output

Performance Marketing Freelancer, Fresh Digital Agency

(Mar, 2025 -Mar, 2026)

- Managed 5 brands digital ad campaigns.
- Optimized Hyvolt & BeatUp performance over 5+ months.
- Ran Breakoutday Fest campaign reaching 25K+ users, cutting CPR by ~55%.
- Built performance dashboards using Google Looker Studio for reporting.

Ads Specialist Freelancer, JOYGROUP

(Nov, 2025 -Feb 2026)

- Responsible For Handling Meta Ads, Google Ads, Lazada ads and Shopee ads
- Managing daily Shopee Ads performance tracking for Judydoll & Joocye to provide data-driven insights for marketing optimization.
- Optimized Judydoll's Lazada ads, driving a 25% increase in GMV and 5.32x ROAS (20% Increase) through data-driven budget optimization.
- Scaled Joocye's Meta Ads reach 8.8M + users, improving cost-per-1,000-reach efficiency by 12% through targeted audience and creative optimization.

Tim Reguler KDE Intern , Ministry of Finance

(June, 2025 -August, 2025)

- Conducted 3 literature reviews to support policy and regulatory analysis.
- Analyzed datasets to generate insights for evidence-based policymaking.
- Synthesized research findings to strengthen policy recommendations

Digital Marketing Intern, Osbond GYM

(Jan, 2025 -March, 2025)

- Helped create and run 10+ Meta Ads to boost brand visibility
- Assisted in tracking ad performance (CTR, reach, engagement)
- Researched trends and competitors to support campaign ideas

Digital Marketing Associate, Piedpaper Studio

(Dec, 2024 - Jan, 2025)

- Built paid ad campaign strategies for Meta Ads and TikTok Ads.
- Analyzed campaign performance to identify trends and optimize results.
- Achieved 5x ROAS on product sales.

Organization Experiences

- Competition Handling in SES Cabinet, Student English Society Telkom University** (Dec, 2023 - Dec,2024)
- Successfully planned and executed diverse English language competitions, fostering engagement among 150+ members of the Student English Society.
 - Proactively researched and disseminated information about English language events, facilitating member participation and development.

Additional Information

- Technical Skills:** Meta ads, Tiktok Ads, Digital Marketing, SQL, Excel, Tableau, Power BI, Digital Marketing, etc..
- Soft Skills:** Public Speaking, Analytical, Leadership, Communication, Problem-Solving, Teamwork
- Projects:**
1. Premier League Matches prediction using Random Forest Classifier to analyze the factor that affect the win age of football match
 2. Celerates final project : End to end analysis on DVD Rental Database
 3. Analysis on Superstore dataset
 4. Tempat Belajar Study case : SEO, copywriting, customer journey, etc
 5. Tempat Belajar Final Project : Managing Business Social Media and Digital Advertising Campaigns
- Certification:**
1. [Digital Marketing Accelerator, Tempat Belajar](#) (2025)
 2. [Business Intelligence & Data Analyst, Celerates](#) (2024)
 3. [Data Analyst Associate , DataCamp](#) (2024)
 4. [SQL Associate , DataCamp](#) (2024)
 5. [Tableau Certified Data Analyst, Udemey](#) (2024)