

# BESTY P. YUSTIKA

Demand Gen · Growth Marketing · Communications

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## SUMMARY

A growth marketer and communications strategist with a hands-on GTM strategy focusing on B2B marketing in the ASEAN region. I proactively expand business growth, drive demand and cultivate high-quality leads through close collaboration with country leaders, marketing team members and other stakeholders.

## PORTFOLIO

For an overview of my marketing portfolio across Southeast Asia, including paid campaigns, events, content, visit:

**[yustika.id](http://yustika.id)**

## EXPERIENCE

### **Esri Indonesia & Esri South Asia (geospatial tech/ mapping software)**

Communications Lead | April 2023 - present

- Establish a strategic marketing plan for the forestry, plantation and agriculture sector (Indonesia, Malaysia) and built environment (Singapore) focusing on lead gen and market growth.
- Working with SDRs/ BDs/ sales team to get the target list before determining the right marketing approach (Account Based Marketing/ABM-focused).
- Initiate the planning, development, and delivery of a broad range of industry-based content in both English and Indonesian.
- Identify, connect, and build relations with subject matter experts for collaboration opportunities.
- Working with the Digital Team to optimize SEO, managed to increase traffic visiting the page for Indonesia (>100%) and Malaysia (70%).

Assistant Marketing Manager | May 2022 - March 2023

- Achieved more than 50% MQLs out of the total leads from each ad campaign run in Malaysia and Indonesia, and tried to optimize the reach and effectiveness of campaigns through A/B testing.
- Salesforce and Act-On governance, Drupal CMS website update and Asana project management.

## EXPERIENCE

### **WIZ.AI (Southeast Asia voice AI start-up)**

Senior Growth Marketer | February - April 2022

- Developed WIZ's GTM strategy - generated inbound and outbound leads for Indonesia, the Philippines, Singapore, and Thailand.
- Managed lead generation and qualification marketing activities, including content creation, events, social media activation, and EDMs.
- Utilized analytics tools to measure performance against metrics and monitor customer journeys from cold leads to the sales pipeline.
- Grew web traffic by 25%, increased WIZ's LinkedIn followers by 30%, gained leads to an MQL ratio of 30%, and more than 15% CTR for the first WIZ newsletter. Periodically gathered insights from the latest market trends to stay up-to-date.

### **Turnitin APAC (edtech platform)**

Senior Marketing Specialist | October 2020 - January 2022

- Led the go-to-market strategy for Indonesia and the Philippines and supported Taiwan and China Channel Manager on an ad-hoc basis, all reporting to the Regional Marketing Director APAC.
- Built the list of key target accounts and personas with the SDR and BDs to optimize lead generation and engagement.
- Developed content (case studies, testimonials, brochures, etc).
- Advised client-facing colleagues and spokespeople on social media presence best practices.
- Partnered with PR agency on communication activities including byline and interview articles, press releases and events coverage.
- Accomplished 10 virtual events in one year with an average MQL to SQL ratio of 20%.
- Localized while maintaining brand guidelines in marketing assets, campaigns and website.

### **Self - Employed**

Content Writer/ Communication Advisor | June 2018 - December 2020

- Created content and copywriting for B2B and B2C small and medium-sized (SMB) clients for websites, product descriptions, landing pages, social media posts, while advising on branding and positioning.
- Performed market and keyword research (SEO).
- Maintained effective communication with the clients throughout the project to set the same objective and deliver exceptional results.

## EXPERIENCE

### **Trisakti, Prasetiya Mulya and IULI Universities**

Marketing Faculty Member | January 2016 - October 2020

- Due to personal life events, I chose to temporarily pause my marketing professional career which - at that time - involved frequent business trips, in favor of a less mobile academic profession where I could still apply my knowledge and skills: teaching marketing.
- During this period, I taught at 3 higher education institutions which allowed me to share my marketing real-life experience in the lessons and discussions with students, develop curriculums, provide mentoring and work with fellow academics to publish research papers and co-present the papers in seminars.

### **Stenden University Bali (Now Untrim Bali)**

Marketing Officer and Tutor | October 2011 - October 2015

- Reporting directly to the General Manager, developed an annual business plan with a focus on branding and market growth.
- Analyzed market trends and competitors to identify opportunities and evaluate marketing strategy.
- Conducted marketing communication strategy through partnering with media, planning and building promotional materials, and increasing brand awareness through digital marketing and social media activation.
- Liaised with the Marketing Department in the Netherlands on joint marketing activities.
- Liaised with schools, corporations, NGOs, and other related parties for partnerships.
- As a tutor, facilitated students in an interactive learning method and encouraged them to have in-depth group discussions.

## EDUCATION

### **University of Strathclyde, UK | September 2015 - September 2016**

MSc in Tourism (thesis on consumer behavior)

### **Glion Institute of Higher Education, Switzerland | June - December 2014**

Postgraduate Certificate in Tourism

### **Universitas Atma Jaya, Indonesia | September 1999 - March 2004**

Bachelor of Economics majoring in Marketing Management