

David Eka Wijaya

Growth / Marketing Lead (SEA)

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Results-driven growth and GTM professional with experience across fintech, Web3, and digital products, spanning product strategy, marketing, and social media growth. Proven record of building and executing go-to-market strategies, scaling communities and content, and driving adoption through data-driven experimentation. Seeking a high-impact role in a fast-paced startup where I can own growth, strengthen product strategy, and support long-term user and revenue growth.

Areas of Expertise

- Market Expansion
- Go-to-Market Strategy
- Data Analytics (Python)
- Content Marketing (Capcut, Canva)
- Cross-functional Collaboration (Notion)
- Community & Growth
- Marketing & Content Strategy
- Market Research (Google Analytics)

Key Achievement

Market Growth: Led UGC and content-driven growth campaigns achieving 10M+ organic views in three months, while reducing client marketing costs by up to 50% through efficient creator and micro-KOL strategies.

User & Community Growth: Scaled a global Web3 community from 600 to 10,000 members in 3 months, supporting a product launch that generated over USD 2M and strengthening user trust, engagement, and retention.

Professional Experience

Jelas Digital

Founder

Tangerang, Indonesia

Dec 2024 - Recent

- Founded and led a growth marketing agency serving 10+ SME and B2B clients across F&B, automotive, and Web3 by providing content strategy, sales funnel development, and audience growth solutions.
- Drove consistent monthly revenue of our agency by implementing a complete sales funnel system (cold outreach, partnerships, content-driven acquisition), and closed a six-figure deal in one month.
- Achieved up to 10 Million organic views for Pigeons Group new brands (POIPOI & Bumil) through targeted content delivery and strategy.
- Developed a new digital sales channel that reduced clients' marketing spend by 50%, increased their monthly revenue to \$10,000, and boosted client lifetime value (LTV) for the agency by 400%.

Seefluencer

Product Manager

Tangerang, Indonesia

Mar 2025 - Oct 2025

- Managed end-to-end marketing strategy for the in-house agency, consistently generating 1M+ monthly reach for international clients (e.g., Mobee, Finex, FBS).
- Contributed to the launch of the Circle Seefluencer e-learning platform; managed UX research, user interviews, and intake testing, leading to IDR 100M+ revenue in the first month.
- Supported GTM and strategic planning for educational products, contributing to 1,000+ book sales in 5 months.
- Core team member building a creator growth ecosystem, supporting 500+ creators with over 25M+ followers and 15B+ total views across platforms.

NFTHud (Web3 Project)

Community Manager (Contract)

New York (Remote)

Oct 2021 - Jan 2022

- Scaled a NFT Community from 600 to 10,000+ members in 3 months through targeted outreach, partnerships, and structured engagement.
- Led multiple community-driven initiatives that improved users loyalty and improved product visibility.
- Facilitated high-volume communication between prospects, users, and internal teams, eliminated FUD and scams through community management, and handled user ticket requests, contributing to a product launch that generated over USD 2M.

Education

Business Management (BBA) - Prasetiya Mulya University (Indonesia)

Jul 2025

- Relevant Coursework: Strategic Management, Market Research, Startup Valuation, Data Analysis, Financial Management, Consumer Behaviour, Decision Analysis.

Language: Indonesian (Native), English (Fluent)