



STEVEN

E-COMMERCE & GROWTH STRATEGIST

Contact

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Education

2010-2014

Bachelor of Economics

Petra Christian University

Expertise

- E-Commerce & Growth
- Digital Advertising
- Wireframes
- Supply Chain
- Leadership
- AI & Automation Workflow

Awards

2018 – 2024

MDRT Member (6-Time Qualifier)

2x President Cabinet Club
Highest sales achievement in Prudential Indonesia

2x Double Star Club
Top 2 Highest sales achievement in Prudential Indonesia

2x Star Club
Top 3 Highest sales achievement in Prudential Indonesia

Summary

High-impact leader with 12+ years of expertise bridging the Chinese supply chain ecosystem and the Indonesian B2C market. Blending elite sales leadership with advanced e-commerce operations, Steven excels at driving cross-border business growth and scalable digital retail success. Currently based in Guangzhou, China, he is open to new opportunities and fully available for in-person interviews.

Experience

○ Jan 2025 - Jun 2026

PT. Genesis Ciptamoda Digital

Founder / E-Commerce Consultant

Bridging Chinese supply chains and the Indonesian retail market through high-efficiency digital infrastructure.

- Architected and scaled end-to-end online retail operations via Shopify, streamlining the transition of Chinese manufacturing leads into high-performing Indonesian retail conversions.
- Evaluated and deployed sophisticated Meta and TikTok advertising strategies to maximize ROI and accelerate user acquisition within competitive B2C segments.
- Optimized full-cycle digital operations and inventory systems, ensuring that cross-border logistics were seamlessly integrated with local market demand to drive consistent revenue growth.

Jun 2014 - Dec 2024

PT. Prudential Life Assurance

○ Senior Agency Director

Orchestration of high-performance teams and navigation of complex financial sales environments.

- Spearheaded aggressive market expansion and acquisition strategies to capture high-value consumer segments, significantly accelerating brand presence and market share.
- Orchestrated end-to-end operational workflows, optimizing performance metrics and streamlining internal processes to consistently exceed high-stakes business targets.
- Cultivated a high-performance culture by recruiting and mentoring multidisciplinary teams, fostering cross-functional collaboration resulting in national recognition.

Technical Stack

- **E-Commerce** : Shopify & Marketplace Optimization, Sales Funnels, B2C Market Penetration, Conversion Rate Optimization (CRO)
- **Digital Advertising** : Meta Ads, TikTok Ads, User Acquisition Strategies, Targeted Marketing Campaigns
- **Supply Chain** : China Sourcing, Cross-Border Ecosystems, Inventory Management, Logistics Optimization
- **Leadership** : Multidisciplinary Team Management, Operational Workflow Design, Executive Mentorship
- **AI & Automation Workflow** : AI Content Generation, Generative Engine Optimization (GEO), Prompt Engineering, Workflow Automation, AI-driven Market Analysis & Efficiency