

Sarah Nurdanita

Creative Growth Strategist
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SUMMARY

10 years building creative that actually works. I think in concepts, write in hooks, and obsess over why something lands or doesn't. Equally at home directing a shoot, designing the look, or automating a production workflow that saves the team 10 hours a week. I've led award-winning campaigns across industries, gone deep on short-form and UGC from script to iteration, and built the systems that make great creative repeatable, not just one-off magic. Creative brain, analytical mind, and enough technical fluency to build the tools in between.

WORK EXPERIENCE

Creative Strategy Lead

March 2025 – December 2025

Boo Social Dating App, Global/Remote

- **Led global creative strategy and execution** in a fully remote, distributed environment across the US, LATAM, Eastern Europe, and SEA – spanning brand, performance, and content initiatives
- **Managed and scaled a 27-person cross-functional creative team** (designers, video editors, copywriters, UGC creators, strategists), including hiring, onboarding, performance management, and workflow design across time zones
- **Owned end-to-end paid creative direct to consumer strategy** across Meta, TikTok, and DSPs in partnership with the Paid Media team; supported \$300K monthly spend delivering 131.7M impressions at \$2.09 avg CPM and \$0.35 CPC across 525K+ clicks
- Wrote and directed all **hook strategy, copy frameworks, and messaging angles**: shifting audience positioning from stigma-based to identity-led, unlocking new audience segments at scale
- Scripted, produced, and iterated high-converting direct-response video ads across **UGC, short-form, creator-led, and AI-generated formats**; oversaw 2,000+ assets per month
- **Built a structured creative testing system**: weekly batches of 10–20 new concepts with clear hypotheses per niche/category, ROAS as primary signal, each winner decomposed into hook/format/copy variables for systematic iteration
- **Reduced time-to-insight** by feeding Motion performance data back into creative briefs: turning analysis into replicable frameworks, not one-off tweaks
- **Built AI production systems** using ChatGPT, Claude, Gemini, HeyGen, ElevenLabs, Suno AI and Midjourney; automated QC and UGC workflows via n8n and Replit – **cut production time from 2–3 weeks to under one week**
- **Operated with full autonomy** reporting directly to the founder; designed workflows and prioritisation frameworks that kept the team focused on highest-leverage creative work

Senior Creative Strategist

January 2022 – October 2024

GOODSTUPH Thailand / Good People Network,
Jakarta

- **Campaign Strategy and Execution:** Developed integrated marketing strategies for high-profile clients, including Netflix Indonesia, Cornetto SEA, Chiki Indonesia, and GoPay Indonesia, delivering award-winning digital, social media, and influencer campaigns that achieved measurable results.
- **Creative Development and Storytelling:** Authored creative briefs, crafted compelling presentations, and translated complex strategic insights into engaging narratives to inspire both internal teams and the entertainment industry.
- **Leadership and Mentorship:** Provided mentorship and guidance to junior team members, fostering their professional growth while ensuring collaboration with clients and internal teams to deliver impactful campaigns.
- **Data-Driven Impact Measurement:** Designed and executed detailed measurement plans for campaigns, analysing performance data and providing actionable insights through monthly reporting to optimise outcomes.
- **Cross-Functional Collaboration:** Coordinated with external teams, including media agencies, production houses, and influencer agencies, to orchestrate seamless campaign execution while managing budgets with account teams.
- **Agency Growth and Recognition:** Partnered with senior management to expand the agency's portfolio, led the strategy for agency pitches, and secured new opportunities, earning multiple local, regional, and global awards for impactful and creative campaigns.

Digital Strategist → Senior Digital Strategist

March 2018 – December 2021

GOODSTUPH Indonesia, Jakarta

- **Managed a diverse portfolio of clients across SEA** – including Netflix Indonesia, Kraft Heinz, Bosch Home Appliances, Eu Yan Sang, HP Indonesia, and LEGO Malaysia & Singapore – delivering integrated marketing and creative strategies. Contributed to GOODSTUPH's recognition as Citra Pariwara Digital Agency of the Year in 2021 and 2023 through exceptional campaign planning and execution.
- **Strategy & Campaign Development:** Wrote briefs and delivered end-to-end campaign solutions encompassing social media management, community outreach, and creative content, consistently meeting client objectives.
- **Content Development:** Created and managed detailed content calendars, leading a team of writers and creatives to produce high-quality, audience-centric content backed by in-depth research to drive engagement and lead conversions.

- **Account Management:** Served as primary point of contact for key clients, leading client conversations, managing internal communications, and overseeing budgets to maintain quality and alignment with client expectations.
- **Influencer & Vendor Management:** Developed and executed influencer marketing strategies – identifying target audiences, building influencer relationships, and managing external vendors to ensure high-quality deliverables.
- **Analytics & Reporting:** Generated post-campaign reports with data-driven insights, key learnings, and actionable recommendations to inform future strategy.
- **Mentorship:** Coached junior team members, fostering growth and empowering them to take ownership of their projects.

Jr. Environmental Graphic Designer

October 2016 – March 2017

Indigo Design & Development, Jakarta

- **MRT Jakarta Project:** Contributed to the design, delivery, and management of data research to support the MRT Jakarta project as part of a collaborative team effort.
- **Design Development:** Worked with a creative team to identify and develop research projects, ensuring alignment with project goals and client needs.
- **Signage and Concept Design:** Partnered with fellow designers to create concepts and signage designs, delivering visually impactful and functional solutions.
- **Client Presentation Management:** Assisted in preparing and delivering comprehensive presentations for client meetings, showcasing research findings and design concepts.

CORE CAPABILITIES

- **Creative Strategy & Concepting:** Integrated campaign planning, original concept development, brief writing, audience insight, brand and performance alignment – from abstract idea to executional direction
- **Art Direction & Aesthetics:** Visual concept development, aesthetic judgment, on-set and post-production directing, maintaining creative coherence across formats and channels
- **Advertising & Campaign Execution:** End-to-end ad production across paid social and brand channels; concepting, scripting, briefing, and directing assets from awareness to conversion
- **Copywriting & Messaging:** Direct-response copy, hook writing, belief-shifting angles, audience sophistication calibration (problem-unaware to ready-to-buy), CTA and narrative frameworks
- **Project & Campaign Management:** End-to-end campaign management, cross-functional coordination, production planning, timeline ownership, stakeholder reporting
- **Paid Social & Algorithms:** Deep fluency in Meta and TikTok creative delivery, algorithm behaviour, and how format, hook, and pacing influence in-platform performance and targeting

- **Creative Testing & Analytics:** Hypothesis-led experiment design, ROAS and CTR signal reading, iteration frameworks, turning test results into reusable creative strategy
- **AI-Augmented Production:** Claude, ChatGPT, Gemini, Midjourney, HeyGen/Arcads, Suno AI, ElevenLabs, Google Veo; n8n and Replit for workflow automation and many more. Proficient in AI tools.
- **Systems & Operations:** Production workflow design, creative QC systems, briefing standards, cross-functional team management, remote operations

SELECTED WORK

Boo Creative Performance Marketing (2025)	Built niche-specific creative systems for 4 audience segments; 1,865 active creatives in one 30-day period; 131.7M impressions, \$2.09 CPM, \$0.35 CPC at \$300K/month spend.
Netflix #HaveAHeistDay (2022)	Money Heist S05 launch: led campaign strategy across Indonesia's largest screen takeover, digital hijacks, AR filter, and Outheisted piracy trap. 404M+ impressions, 11M+ engagements. Silver, Clio Awards 2023.
Netflix Space Sweepers (2021)	Co-creation campaign turning 400,000 Indonesians into campaign participants. Identity-led concept, social polling, AR, Kompas front page. Gold, Citra Pariwara 34.
Netflix Price Drop (2023)	Social listening-driven campaign targeting real complainers with lo-fi creator content. Cheap aesthetic as deliberate strategic signal. 4× Citra Pariwara 2023.

EDUCATION

- **Bina Nusantara University**, Jakarta, Indonesia
Bachelor's Degree, Visual Communication and Design (Class of 2015)
- Purwadhika Digital School, UI/UX Design Certification (2018)

AWARDS

- Citra Pariwara 2021-2025: 80+ metals (Gold, Silver, Bronze)
- AdFest 2024-2025: 1 Grande, 1 Gold, 1 Silver, 2 bronze
- Clio Awards 2022, 2024: 2 Silver, 2 Bronze
- Gong Awards 2022: Best of Category, 2 Gold, 3 Silver, 8 Bronze

SPEAKING & THOUGHT LEADERSHIP

Guest Lecturer – “A New Era of Creative Problem Solving”

Department of Communication - Universitas Indonesia

Jakarta, April 2024

Delivered a keynote lecture on the intersection of creativity and strategic problem solving to undergraduate communication students. Keynote file available upon request.

Guest Speaker - Melek Bareng

[YouTube Link](#) • 2021

Delivered a talk on bridging the gap between design and client communication, sharing practical strategies for designers to strengthen soft skills and better align their work with account executive expectations.