

BENNY CANDRA GUNAWAN

Commercial & Marketing Leader | Brand, Growth & Revenue | Team & Business Development
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PROFESSIONAL SUMMARY

Commercial and marketing leader with 18+ years of experience driving revenue growth, brand development, customer acquisition, and organisational leadership across property, technology, and commercial industries.

Proven track record managing multi-billion-rupiah marketing budgets, leading integrated ATL and digital campaigns, building high-performing teams, and creating scalable systems that deliver measurable commercial outcomes, including 300%+ lead growth, 90%+ cost-per-lead reduction, and direct contribution to sales pipeline development across multiple property projects.

Combines strategic commercial thinking with strong understanding of marketing operations, customer engagement systems, and digital platforms, enabling faster execution, smarter vendor management, and data-driven decision making across the full marketing and revenue function.

KEY ACHIEVEMENTS

300%+ lead volume growth at Alam Sutera Realty	Built property agency from zero: office, team, systems, partnerships
90%+ reduction in cost-per-lead through campaign optimisation	Signed 10 developer partnerships for primary property inventory
Managed annual marketing budgets exceeding Rp 20 billion	Led cross-functional team: 10+ staff plus agencies & vendors
Generated 795+ leads at Rp 73M ad spend, best-performing campaign at Rp 43,000 CPL	Led 500+ attendee property launch events end-to-end

CORE COMPETENCIES

Commercial & Revenue Strategy	Brand Management & Positioning
Integrated Marketing Leadership	ATL & Media Planning
Digital & Performance Marketing	Marketing Communication & PR
Team Leadership & Development	Event Planning & Execution
Budget Management & Forecasting	CRM & Customer Engagement
Business Development & Partnerships	Marketing Operations & Analytics

PROFESSIONAL EXPERIENCE

Marketing & Business Lead

Jun 2025 – Present

PT. Arbe Sukses Bersama | Gading Serpong, Tangerang

Revenue Pipeline & Business Development

- Created agency sales process, CRM-based lead management system, and WhatsApp broadcast platform, built in-house to reduce costs and maintain full operational control
- Generated 795+ leads across primary property campaigns at Rp 73M total ad spend, achieving blended CPL of Rp 92,000 with best-performing account at Rp 43,000 CPL
- Secured partnerships with 10 property developers, gaining access to primary inventory and enabling joint go-to-market initiatives across multiple projects
- Developed acquisition strategy aligned with each developer's project positioning and target buyer profile to maximise pipeline quality and sales conversion potential

Team Building & Leadership

- Recruited and developed real estate agents, establishing onboarding, KPIs, sales discipline, and performance coaching from day one

Marketing Communication & Promotion - Department Head

Dec 2019 – May 2025

PT. Alam Sutera Realty, Tbk. | Alam Sutera, Tangerang

Commercial Leadership & Budget Ownership

- Managed annual marketing budgets exceeding Rp 20 billion across multiple residential and commercial property developments, with full accountability for ROI, cost efficiency, and contribution to revenue targets
- Drove 300%+ lead volume growth and 90%+ CPL reduction, directly strengthening sales pipeline volume and improving the quality of leads delivered to the sales team
- Led cross-functional marketing ecosystem: 10+ person internal team alongside creative agencies, media buying agencies, production houses, and event vendors
- Collaborated with sales and corporate leadership to align all marketing investment with commercial targets, quarterly revenue objectives, and property launch milestones

Integrated Campaign & Brand

- Spearheaded integrated campaigns combining ATL (OOH, cinema, events, PR) and digital channels across multiple property launches, managing strategy, creative direction, and full production pipeline
- Initiated "Elevee Media Talk", recurring press program with 20+ national journalists (Kompas, Detik), generating sustained earned media to support brand positioning and sales momentum
- Led large-scale property launch events (500+ attendees) and targeted roadshows, directly driving qualified pipeline and supporting sales conversion

Digital Performance & Customer Engagement

- Achieved 300%+ lead growth through systematic Meta Ads and Google Ads optimisation with structured A/B testing across creatives, audiences, and landing pages
- Built customer engagement infrastructure, CRM workflows and WhatsApp broadcast system, improving lead management efficiency, follow-up conversion rates, and overall sales pipeline velocity
- Implemented analytics and performance tracking enabling real-time campaign visibility and commercial reporting to senior management

Vendor & Agency Management

- Managed all agency and vendor relationships, creative, media buying, production, OOH, and events, with commercial oversight on scope, cost, quality, and delivery timelines

Marketing Head

Feb 2018 – Dec 2019

PT. Lippo Karawaci, Tbk. | Lippo Karawaci, Tangerang

- Led integrated marketing strategy across ATL and digital channels to drive brand awareness, lead generation, and sales pipeline support across multiple residential projects
- Managed marketing team and aligned execution with sales revenue targets; led business process improvements to increase operational efficiency and conversion performance
- Developed lead capture SOPs at events, integrating visitor data into CRM and email workflows to improve pipeline follow-up and sales conversion rates

- Managed marketing budget with full accountability for spend alignment with commercial priorities and revenue outcomes

Digital Marketing Manager

Jun 2017 – Nov 2017

Dokter Jualan | Kelapa Gading

- Helped multiple clients launch and scale first online businesses on Tokopedia, Bukalapak, and Shopee, generating Rp 50M+ in initial monthly sales revenue
- Planned and executed Meta Ads and Google Ads campaigns; used analytics tools to optimise performance and deliver commercial reporting to clients

Head of IT

May 2014 – Jun 2017

PT. Ikimura Indotools Center | Kelapa Gading

- Appointed SAP Business One Project Manager, led full implementation, designed custom reports and dashboards; maintained 99.9% system uptime across operations
- Built web-based reporting system saving Rp 30 million/month in licensing costs; developed network infrastructure connecting 3 branches

IT & Digital Marketing Manager

Oct 2012 – Oct 2013

CV. Victory Auto | Kelapa Gading

- Led digital transformation increasing website traffic by 100%+; built multi-channel customer acquisition system and database of 1,000+ users with remarketing program

IT Manager

Jul 2007 – Sep 2012

PT. Gita Mandiri Teknik | Sunter

- Designed and built ERP system for factory operations; developed product selection software deployed across 3 country markets
- Applied technical training from international programmes (Guangzhou, Milan, Lyon, Belluno) to deliver engineering and software solutions

SYSTEMS & TECHNOLOGY FOUNDATION

Marketing Platforms: Meta Ads Manager • Google Ads (Search, Display, Video) • WhatsApp Business API • CRM Systems • Email Marketing

Analytics & Reporting: Google Analytics • Meta Pixel • Conversion Tracking • SQL • Ahrefs • Hotjar

Automation & Systems: Marketing Automation • CRM Development • AI-Assisted Content Production • Workflow Optimisation

Technical Background: PHP • SQL • JavaScript • ERP/SAP Business One • API Integration • Web Development

EDUCATION

Bachelor of Informatics (S.Kom) | Petra Christian University, Surabaya | 2003 – 2007