Hello, I am

Pathir Alala



About Me

Beginning my career as a **Director of Photography** in the national broadcasting industry, I bring **high-end visual standards** into the digital marketing landscape. I believe that successful content is the perfect synergy between **visual artistry and data precision.**

With this background, I produce advertising assets that are not only visually captivating but also strategically engineered to **drive conversions on Meta and TikTok Ads.** I don’t just scale reach; I ensure that every piece of content I create delivers a **tangible impact on business growth**

Education

2014 — 2019

Bachelor Of Economy Management

Universitas Serang Raya

GPA 3.27/4.00

Skills

Meta Ads · TikTok Ads · Google Ads · Pr · Ae · Ps · Canva

Work Experience

Jun 2026 — Present

Dr Khe & Co Aesthetic & Wellness Clinic

Digital Marketing Full Stack

Meta & TikTok Ads and performance content for patient acquisition and clinic growth.

2025 — March 2026

CV Neu Latisha Skintech

Latisha Aesthetic Center

Digital Marketing Full Stack

Social content and Meta & TikTok campaigns for clinic visibility and conversions.

2023 — 2024

Gurl Needed Official

E-Commerce Manager

Shopee operations, catalog SEO and advertising to improve traffic and sales efficiency.

Next →

WHERE MY VISUAL **STORYTELLING BEGAN.**

Camera operation and cinematography for Jak TV and Trans TV, 2016–2020

2016

Jak TV

Camera Operator

Program audisi
Celebrity Hunt 2







2017–2020

Trans TV

Director of Photography

Program Bocah Pejuang





GURL NEEDED OFFICIAL.

Commercial photoshoot for Shopee catalogs · 2023–2024







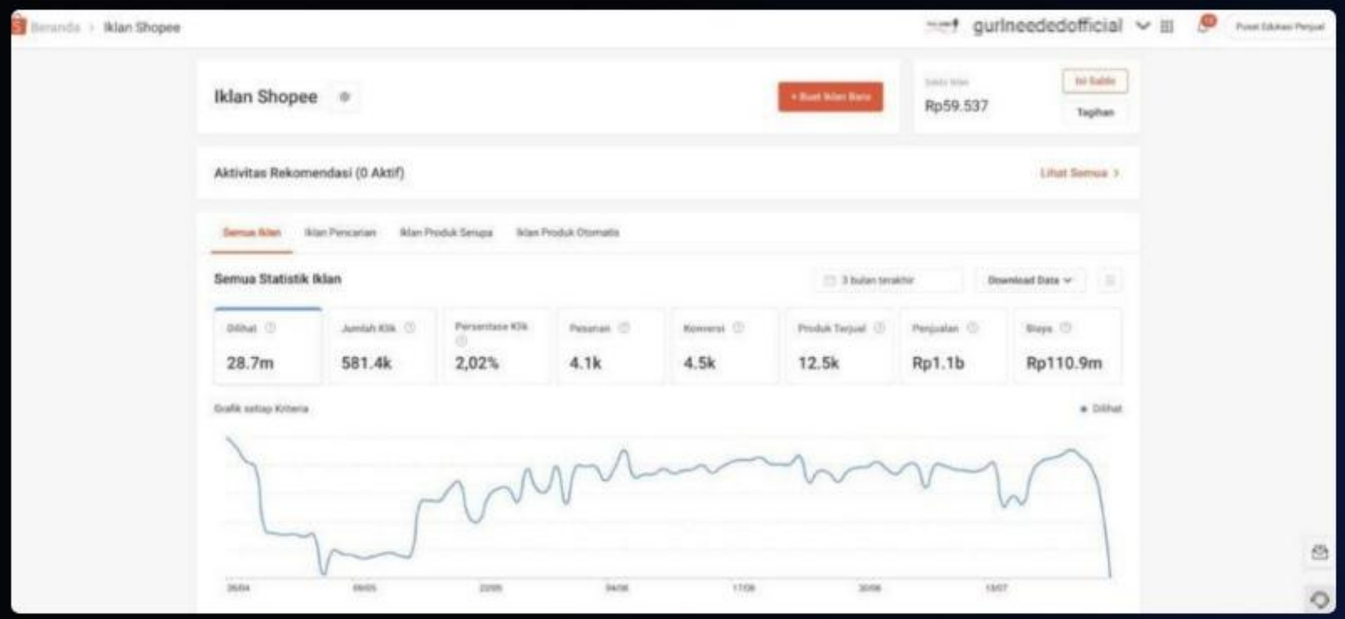




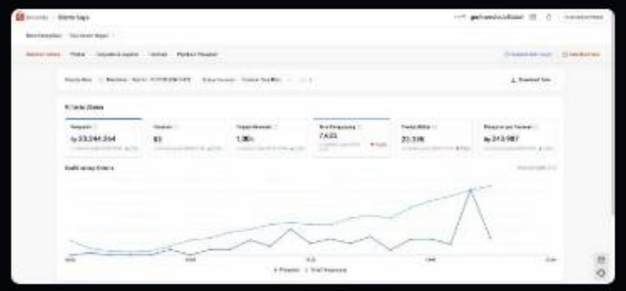
SHOPEE. STORE & ADS OVERVIEW.

Selected business & advertising dashboards from the existing portfolio.

01 / ADVERTISING · LAST 3 MONTHS



Original dashboard screenshot · figures abbreviated as displayed.



02 / Store snapshot

Real-time · Hari Ini

Separate daily business snapshot; a different reporting period from the advertising dashboard.

ADVERTISING SNAPSHOT

Penjualan

Rp1.1b

Produk Terjual

12.5k

Persentase Klik

2,02%

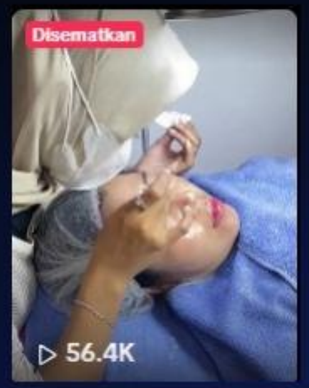
Figures transcribed as displayed.

Exact calendar dates are not established from this source.

GROWTH-DRIVEN DIGITAL MARKETER SPECIALIZING IN **PERFORMANCE MARKETING AND HIGH-CONVERSION CONTENT STRATEGIES**

I focus on transforming digital engagement into tangible business results. By leveraging data-driven strategies in Meta and TikTok Ads, I turn social media presence from a mere existence into a high-performing digital asset. My approach goes beyond content creation; it is about converting views into revenue and building a sustainable growth engine for the brand through strategic digital marketing execution



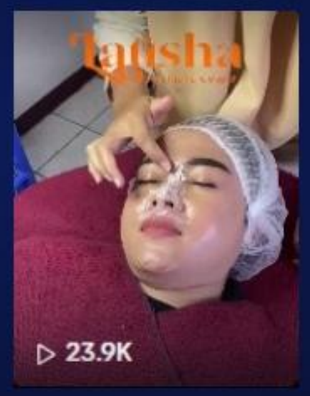














Nilai Konversi Penambahan...	Hasil	Jangkauan	Impresi
Rp 128.472.000	297 Penambahan ke Kera...	287.600	341.945
Rp 110.634.333	173 Penambahan ke Kera...	163.969	188.802
Rp 94.637.333	147 Penambahan ke Kera...	141.854	163.241
Rp 45.548.333	92 Penambahan ke Kera...	82.928	89.962
Rp 40.664.000	33 Penambahan ke Kera...	72.218	79.816
Rp 40.067.000	72 Penambahan ke Kera...	68.851	73.321
Rp 12.857.000	13 Penambahan ke Kera...	31.006	33.518
Rp 7.678.000	23 Penambahan ke Kera...	14.334	15.687
Rp 6.032.000	23 Penambahan ke Kera...	14.920	15.846
Rp 3.789.000	1 Penambahan ke Kera...	6.760	7.072
Rp 3.493.000	2	2.675	3.093
Rp 504.871.000 Total	996 Penambahan ke Kera...	800.921 Akun Pusat Akun	1.146.378 Total

Proven expertise in driving **high-impact organic growth and viral engagement strategies** across diverse product categories, focusing on converting content reach into **sustainable brand awareness and audience loyalty**

















OC - LPV	LPV - PURC	Frekuensi	Nilai konversi pembelian
92,90	3,89	1,29	Rp 8.094.000
78,68	11,73	1,14	Rp 5.838.000
95,51	60,00	1,14	Rp 4.998.000
80,36	42,22	1,09	Rp 4.403.000
95,74	57,78	1,16	Rp 3.614.000
87,14	50,27	1,33	Rp 3.588.000
82,93	71,57	1,31	Rp 2.847.000
92,31	26,85	1,39	Rp 2.645.000
68,63	60,00	1,16	Rp 2.058.000
82,63	37,08	2,06 Per akun Pusat Akun	Rp 413.667.500 Total

CONTENT **PERFORMANCE ANALYSIS.**



LOCAL CAMPAIGN / PANDEGLANG

A locally targeted content post generated **111K video views** and **636 new followers**, with **35.6% of viewers watching the full video.**

111K
Video views

35.6%
Full-video watch rate

636
New followers



VIDEO ANALYTICS · Average watch time: 8.08s

CONTENT **PERFORMANCE ANALYSIS.**



SEASONAL PROMOTION / BEAUTY CONTENT

Combining local trends with seasonal promotions to build visibility and audience engagement. This content recorded **56K video views** and **327 new followers.**

56K
Video views

12.6%
Full-video watch rate

327
New followers



VIDEO ANALYTICS · Average watch time: 12.65s

CONTENT **PERFORMANCE ANALYSIS.**



HYPERLOCAL CONTENT / PANDEGLANG

A locally tailored promotional message for **Wargi Pandeglang** generated **39K video views** and **217 new followers**, alongside 112 comments and 72 saves.

39K
Video views

3.4%
Full-video watch rate

217
New followers



VIDEO ANALYTICS · Average watch time: 6.88s

DESIGN SHOWCASE.























DESIGN SHOWCASE.





















Get Your *MULTIBAGGER ROAS* With Me

269.97
× PURCHASE ROAS



185.21
× PURCHASE ROAS



111.30
× PURCHASE ROAS



79.51
× PURCHASE ROAS



45.45
× PURCHASE ROAS



31.89
× PURCHASE ROAS



CONTENT INSIGHT. *PAID IMPACT.*

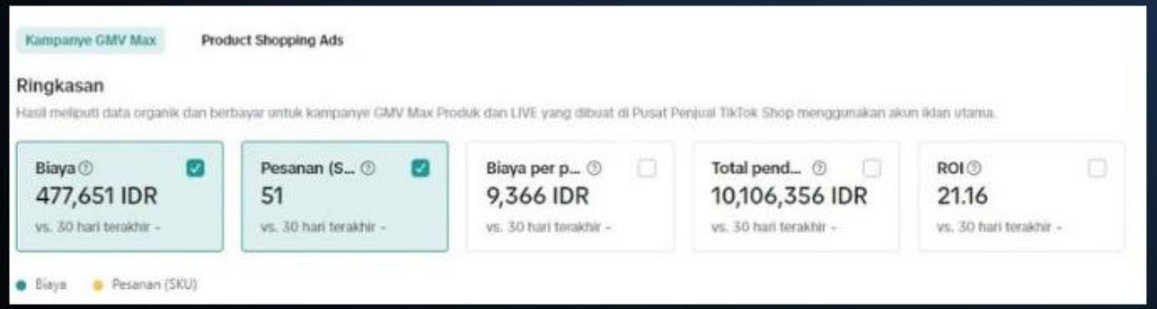
META ADS / CONVERSION PERFORMANCE

OC - LPV	LPV - PURC	Frekuensi	Nilai konversi pembelian
92,90	3,89	1,29	Rp 8.094.000
78,68	11,73	1,14	Rp 5.838.000
95,51	60,00	1,14	Rp 4.998.000
80,36	42,22	1,09	Rp 4.403.000
95,74	57,78	1,16	Rp 3.614.000
87,14	50,27	1,33	Rp 3.588.000
82,93	71,57	1,31	Rp 2.847.000
92,31	26,85	1,39	Rp 2.645.000
68,63	60,00	1,16	Rp 2.058.000
82,63	37,08	2,06 Per akun Pusat Akun	Rp 413.667.500 Total

Hasil	Biaya per hasil	Jangkauan	Impresi	Klik (semua)	Klik Tautan	CPC (semua)
933 Pembelian Situs Web	Rp 2.394 Per Pembelian	28.617	57.048	3.426	2.035	Rp 652
451 Pembelian Situs Web	Rp 5.237 Per Pembelian	65.011	112.201	2.599	1.626	Rp 909
450 Pembelian Situs Web	Rp 5.339 Per Pembelian	75.779	119.421	2.736	1.654	Rp 878
408 Pembelian Situs Web	Rp 2.760 Per Pembelian	28.429	39.184	1.740	1.029	Rp 647
299 Pembelian Situs Web	Rp 6.032 Per Pembelian	62.044	83.256	2.032	1.215	Rp 888
298 Kunjungan profil Insta...	Rp 588 Biaya per kunjungan p...	9.417	11.082	583	304	Rp 458
283 Pembelian Situs Web	Rp 2.061 Per Pembelian	29.006	36.762	1.079	632	Rp 541
275 Pembelian Situs Web	Rp 2.809 Per Pembelian	13.889	23.028	646	478	Rp 1.196
256 Pembelian Situs Web	Rp 876 Per Pembelian	40.782	42.780	651	493	Rp 345
— Beberapa Konversi	— Beberapa Konversi	505.076 Akun Pusat Akun	1.215.817 Total	40.006 Total	25.664 Total	Rp 764 Per klik

Nilai Konversi Penambahan...	Hasil	Jangkauan	Impresi
Rp 128.472.000	297 Penambahan ke Kera...	287.600	341.945
Rp 110.634.333	173 Penambahan ke Kera...	163.969	188.802
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TIKTOK ADS / COMMERCE RESULTS **21.16** ROI



TIKTOK ADS / COMMERCE RESULTS **14.56** ROI



CREATE. CONNECT. *BUILD.*



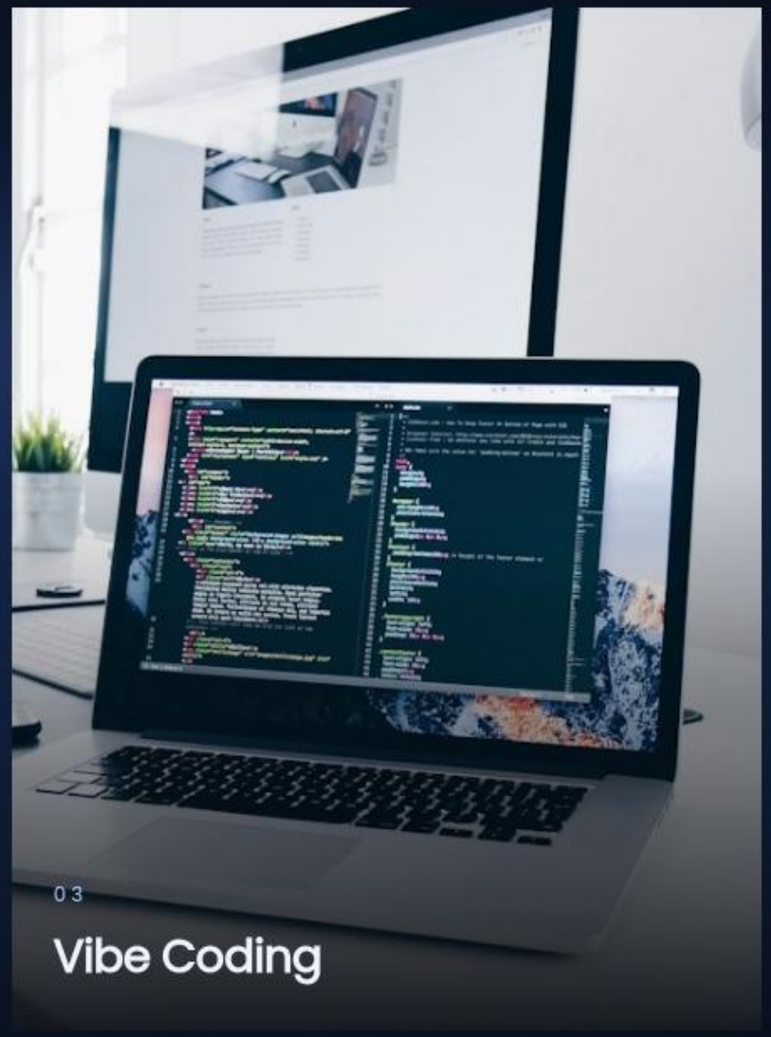
01

Photo / Videography



02

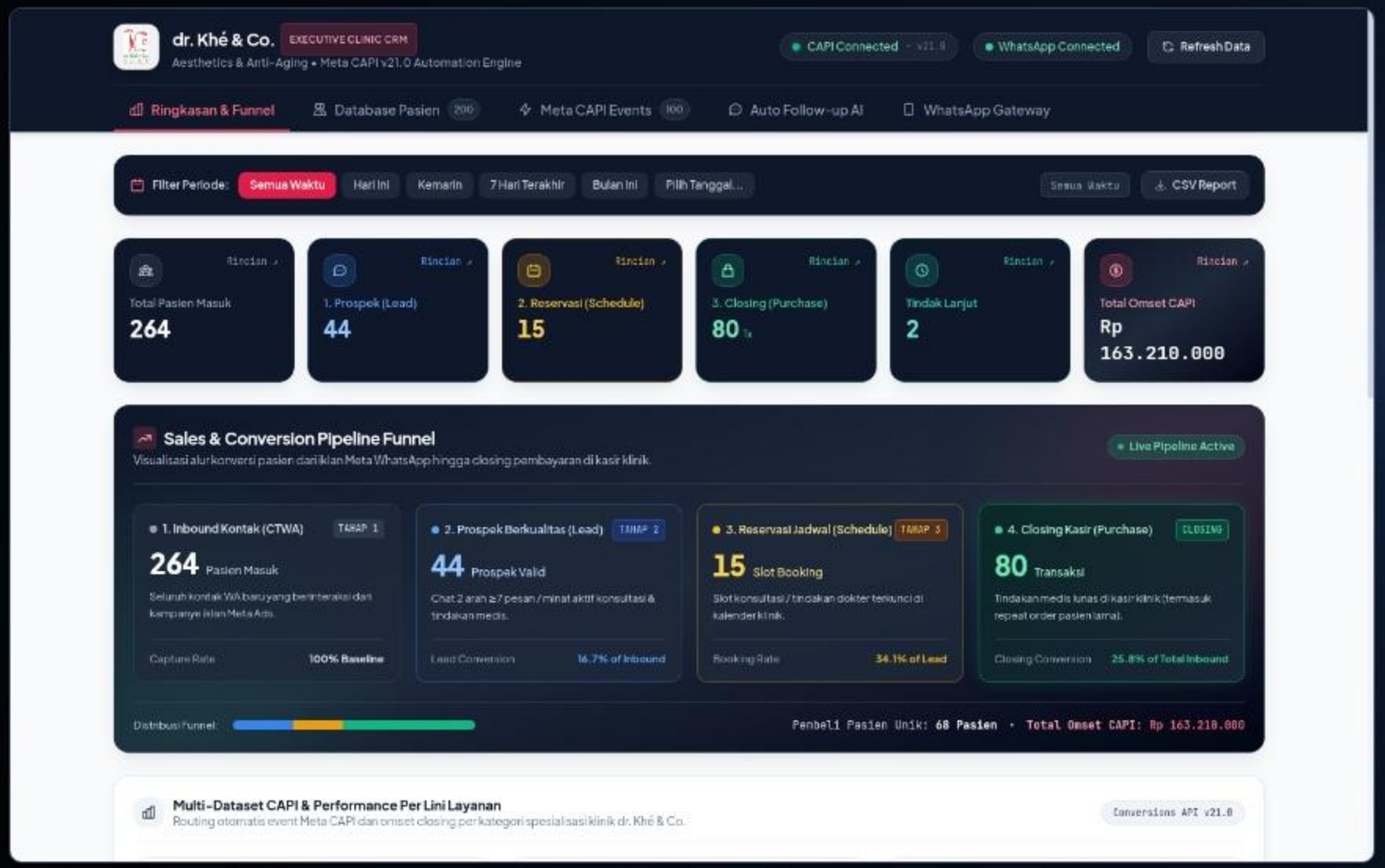
Digital Marketing



03

Vibe Coding

BEYOND *THE CLICK.*



CLINIC CRM · EXECUTIVE DASHBOARD

CREATIVE TECHNOLOGY / CASE STUDY

Connecting ads to what happens next.

I built a clinic CRM to organize ad enquiries, track lead progress, and connect booking and purchase records with Meta's Conversions API.

01 / ORGANIZE

Track enquiries beyond the first WhatsApp conversation.

02 / COORDINATE

Support contextual replies and staff-led follow-up.

03 / CONNECT

Send eligible conversion signals back to Meta.

WHATSAPP · NODE.JS · SQLITE · META CAPI

AI SALES ASSISTANT FOR WHATSAPP ENQUIRIES.



RECONSTRUCTED FROM CRM CHAT LOGS · IDENTITY REDACTED

Before connected AI assistance

01 **Repeated enquiries**
Service & package questions.

02 **Scattered context**
Details buried in messages.

03 **Booking coordination**
Next steps need coordination.

CONTEXT NEEDS COORDINATION

With AI + CRM on WhatsApp

✓ **AI-assisted answers**
Grounded in clinic information.

✓ **Connected history**
Enquiry details in one place.

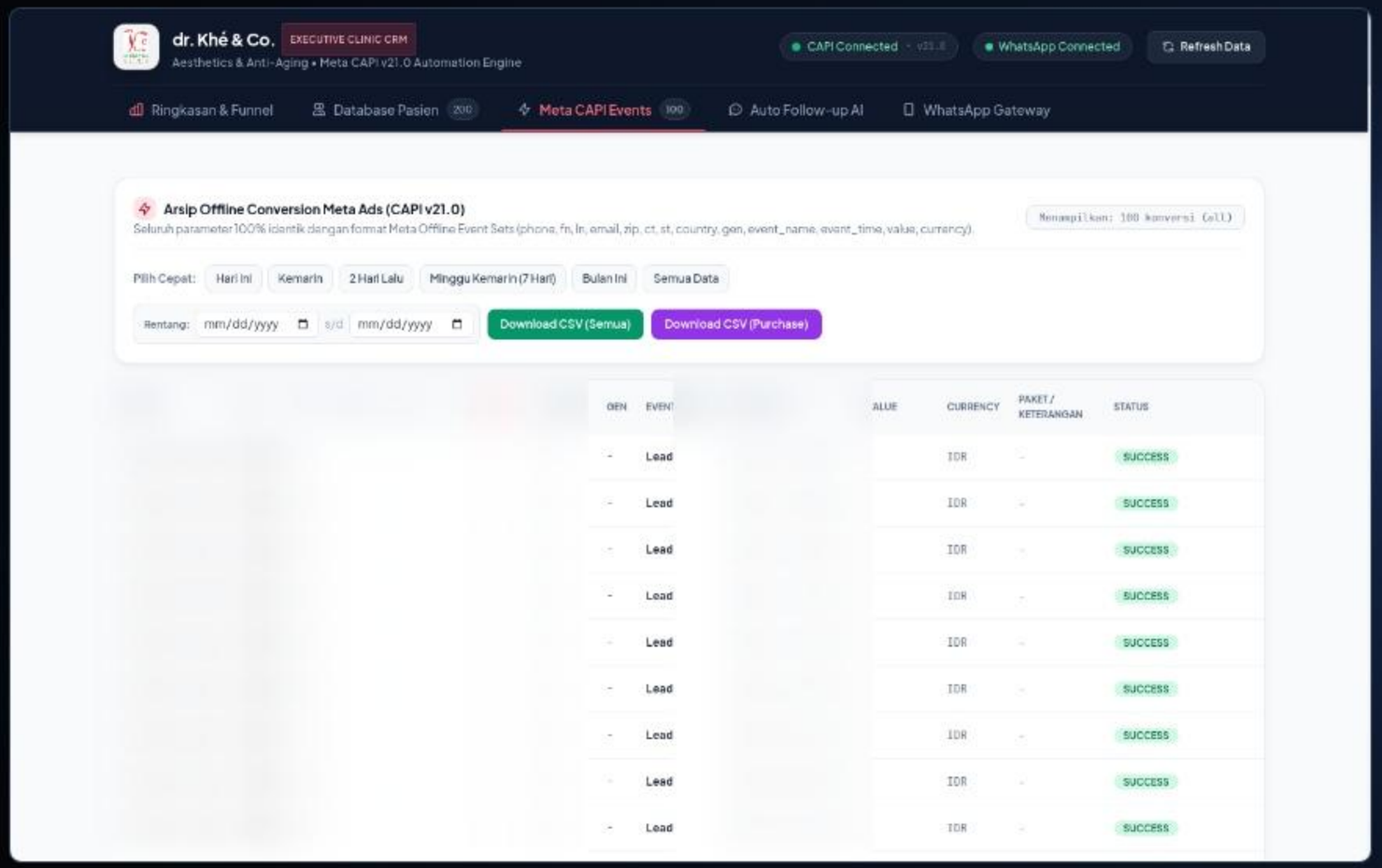
✓ **People in control**
Staff-led booking & follow-up.

AI SUPPORT. HUMAN CONTROL.

ENQUIRY → BOOKING

Booking evidence, not a payment receipt.

CLOSE *THE LOOP.*



AD → WHATSAPP → CRM → CONVERSION SIGNAL → META

ACTUAL CRM EVENT ARCHIVE · IDENTIFYING FIELDS BLURRED

CREATIVE TECHNOLOGY / SYSTEM CONCEPT

Connecting conversations to advertising signals.

I built this CRM to bridge the gap between an ad enquiry and what happens next.

Conversations, lead stages, bookings, and purchase records connect in one workflow. Eligible events are sent to Meta through the Conversions API.

THE GOAL

Clearer follow-up for the clinic team. Better visibility into outcomes beyond incoming chat counts.

API ACCEPTANCE DOES NOT ESTABLISH AD ATTRIBUTION.



LET'S BUILD *WHAT'S NEXT?*

Have a role, a project, or an idea? Let's talk.

01 / START A CONVERSATION

WhatsApp ↗

+62 896-1793-8669

02 / SEND A BRIEF

Email ↗

pathiralala96@gmail.com

03 / EXPLORE MORE

Instagram ↗

@pathiralala_

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