DIGITAL GROWTH LEAD • MARKETING, WEB & AI AUTOMATION · JAKARTA

Rangga Ocstar



I connect marketing, websites and AI automation into one system, so attention turns into sales.

4 years leading digital growth for a 5-brand natural-stone group with a 5-person team, after 13 years in sales, marketing, media and events. One accountable owner for the full funnel: campaigns, websites, internal tools, automation and reporting.

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01 Impact, counted

PT Bumi Raya Internusa · annual periods Nov–Oct

DIGITAL SALES · 2026 PERIOD

Rp927M

Nov 2025 – Oct 2026 · ▲ 53% YoY

3.1× sales growth in two periods Rp302M → Rp927M	**Rp1.83B** digital sales generated 2024 – 2026, cumulative	**~10×** Blended ROAS (MER) 2025 · Rp60.5M ad spend
7.5M+ accounts reached 5 brands, 2024 – 2026	**3,900+** content pieces shipped IG · TikTok · marketplace	**21** interactive web tools on 5 live brand websites

02 Experience

PT Bumi Raya Internusa

NOV 2022 — PRESENT

Digital Growth Lead (Digital Marketing & Automation) · 5-PERSON TEAM · 5 BRANDS

Brescia Stone · Brescia Stone Bali · Global Stone · Nustone Republic · Magrade

SALES Tripled digital sales in two periods, Rp302M → Rp927M, by running ads, organic, marketplace and WhatsApp as one funnel.

TEAM Lead a 5-person digital team running 5 brands: set the priorities and targets, review the output and own the results.

CHANNELS Run 5 brands in parallel: 7.5M+ accounts reached, 3,900+ content pieces and 8,200+ new followers on Instagram, TikTok and Tokopedia.

WEB Built 5 live brand websites with 21 interactive tools: walkable 3D showrooms, an AI room builder, AR slab preview and an AI stone finder.

PLATFORM Built BresciaHub, the internal sales platform (Next.js, PostgreSQL, n8n), plus mobile ops apps for the Bali warehouse and field team.

AUTOMATION Designed an AI WhatsApp lead flow (intent, qualification, CRM logging, human handoff) and report reach-to-revenue monthly.

03 Earlier career

2009 – 2022

2017–22	Freelance Event Organizer	— Self-employed
2015–17	Assistant Video Editor	— Triwarsana Production House
2013–15	Online & Offline Marketing	— PT Indomog
2012–13	Sales Admin Support	— PT Grand Uway Development
2011–12	Operations Admin	— PT Amsartika Sembada
2009–11	Sales Executive	— PT Mitra Adi Perkasa Tbk

04 Toolkit

GROWTH MARKETING

Funnel strategy · Meta Ads · Google Ads · SEO
Content strategy · Instagram · TikTok · Tokopedia

WEB & PRODUCT

Next.js · React · Tailwind CSS · WordPress
Figma · Interactive 3D web · Mobile-first apps

AI & AUTOMATION

n8n · WhatsApp API · AI agents · LLM workflows
Claude · ChatGPT · AI-assisted development

DATA & CRM

Google Analytics · Tag Manager · Google Sheets
PostgreSQL · Dashboards · Sales pipeline

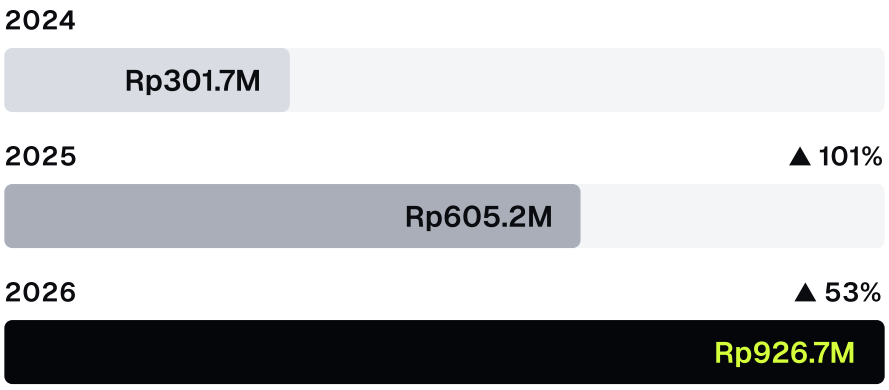
05 Certifications

AI-Powered Performance Ads	GOOGLE '24
Marketing 6.0	MARKETEERS '24
Instagram Organic Growth	NIAGAHOSTER '24
Digital Marketing Specialist	ARKADEMI '22
E-Commerce Website (WordPress)	PAKAR.CO '22
E-Commerce Traffic Optimization	KARIER.MU '22

Full portfolio, live sites & annual reports → ranggaocstar.web.id/go/cv

06 Growth, counted

digital sales per annual period, from performance reports to leadership



2026 efficiency: selective publishing (–57% volume) with sharper quality & funnel focus drove +53% sales growth.

INDICATOR	2024	2025	2026
Accounts reached	387,526	4,058,984	3,121,357
Content produced	813	2,213	947
New followers	+1,831	+4,043	+2,406

2025 LEAD FUNNEL

6,399 broadcast contacts → **2,492** chat inquiries → **804** qualified leads

07 The connected system

how I run growth, end to end

01 → 02 → 03 → 04 → 05

Get found

SEO, content, Meta & Google Ads, marketplaces

Make it clear

Websites, landing pages, 3D showrooms, visualizers

Keep context

CRM and BresciaHub: customers, stock, quotes in one place

Follow through

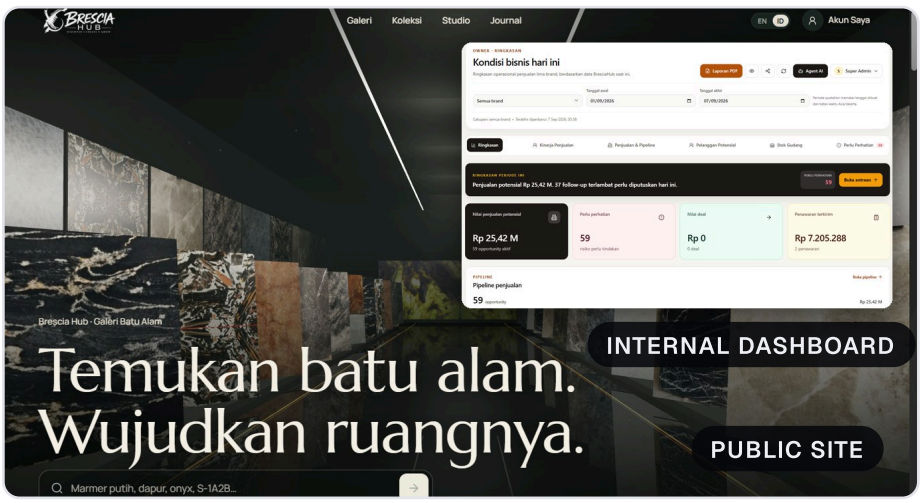
WhatsApp automation, AI lead qualification, sales handoff

Learn & repeat

Dashboards, monthly reports, budget per brand

08 Selected work

live sites, internal platforms & open source

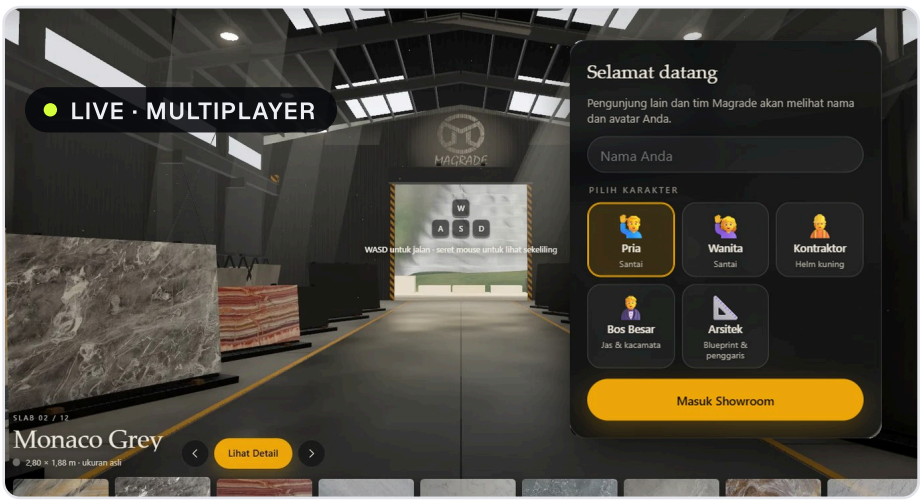


BresciaHub

PUBLIC + INTERNAL PLATFORM · bresciahub.id ↗

A public stone gallery with a 3D slab hall and room studio, plus the internal dashboard for sales, stock, quotes and WhatsApp.

NEXT.JS · POSTGRESQL · N8N · WHATSAPP API



Magrade

3D SHOWROOM · MULTIPLAYER · magrade.co.id ↗

Walkable 3D stone warehouse: visitors pick an avatar, explore live alongside the Magrade team and try slabs in their own room.

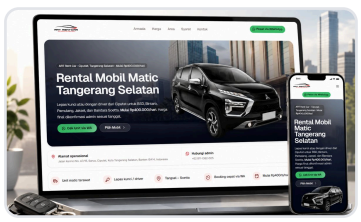
WEB 3D · REAL-TIME MULTIPLAYER · VISUALIZER



INTERNAL

Bali Operations

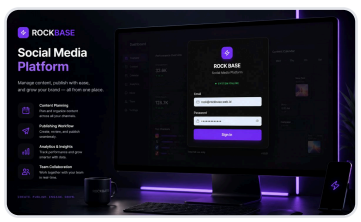
Mobile apps for warehouse & field teams



LIVE SITE

ART Rent Car

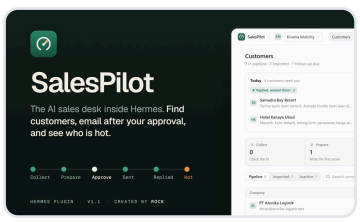
Rental website with WhatsApp booking



OPEN SOURCE

Rockbase

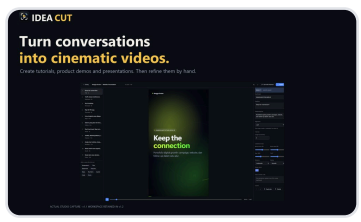
Local-first SEO & content growth OS



OPEN SOURCE

SalesPilot

AI sales desk plugin for Hermes Agent



OPEN SOURCE

IdeaCut

Hermes plugin: chats into cinematic videos

github.com/ranggaoscar Open-source tools I build with AI agents, MIT-licensed: Rockbase, SalesPilot, IdeaCut.

Don’t just read it. Open it.

Scan for the full portfolio, case studies and annual performance reports.

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Also built: nustonerepublic.com · samsa.co.id · eggolux.com · stenrad.com

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