



DIGITAL MARKETING TRAINER, SOCIAL MEDIA
SPECIALIST, SYSTEM DEVELOPMENT, DIGITAL
BUSINESS CONSULTANT, CEO AUMPPAREL.ID

GREEN SCHOOL FOUNDATION, BALI KITA KITA
ADVERTISING, SUNSET INK TATTOO, DUBALI1,
BALI ISLAND PHOTOBOOTH, CAU CHOCOLATE,
KAKUL PRODUCTION, VOICE OF PARADISE,
AUMAPPAREL.ID

AWATARA STUDIO

WELCOME

message

DELIVERING CREATIVE AND INNOVATIVE SOLUTIONS SINCE 2015. EXPERTISE IN DIGITAL MARKETING, SOCIAL MEDIA, AND SYSTEM DEVELOPMENT TO ELEVATE YOUR BRAND.

Awatara Studio is a dynamic creative agency established in 2015, with over a decade of experience in digital marketing and innovative business solutions. We specialize in providing professional services, including digital marketing training, social media management, system development, and strategic consulting. As the CEO of Aumapparel.id, I bring firsthand entrepreneurial insights to help clients achieve their goals.

Our portfolio showcases collaborations with esteemed clients such as Green School Foundation, Bali Kita Kita Advertising, Sunset Ink Tattoo, Dubali1, Bali Island Photobooth, Cau Chocolate, and Aumapparel.id. At Awatara Studio, we are dedicated to delivering creativity, growth, and measurable results for every project. Let us help you elevate your brand and create lasting success



I'M ANG CEO AUM APPAREL

AS THE CEO OF AUM APPAREL, ESTABLISHED IN 2015, I BRING MY EXPERTISE IN DIGITAL MARKETING, BRANDING, AND SYSTEM DEVELOPMENT DIRECTLY INTO THE GROWTH OF AUM. THE STRATEGIES AND CREATIVE SOLUTIONS I'VE HONED OVER THE YEARS ARE ACTIVELY APPLIED TO AUM, MAKING IT A TESTAMENT TO MY COMMITMENT TO INNOVATION AND EXCELLENCE.

FOLLOW AUM'S JOURNEY ON INSTAGRAM: [@AUMAPPAREL.ID](https://www.instagram.com/aumapparel.id)



I'VE BEEN CHOSEN AS ONE OF SEVEN BRANDS TO REPRESENT THE MINISTRY OF COOPERATIVES AND SMES AT AN OPEN BOOTH IN WASHINGTON, D.C.



I AM CURRENTLY IN THE USA, PARTICIPATING IN AN OPEN BOOTH AT AN EVENT CELEBRATING 70 YEARS OF INDONESIA'S RELATIONSHIP WITH THE WORLD BANK. ADDITIONALLY, I AM INVOLVED IN A BUSINESS MATCHING EVENT AT THE INDONESIAN EMBASSY IN WASHINGTON, DC, AND HAVE AN OPEN BOOTH AT THE WOW INDONESIA FESTIVAL IN DC, WHICH MARKS THE 75TH ANNIVERSARY OF INDONESIA-AMERICA RELATIONS. WE ARE ALSO HONORED TO BE ONE OF THE 18 BRANDS CHOSEN BY SHOPEE AND THE INDONESIAN MINISTRY OF UMKM FOR THE 2025 SHOPEE EXPORT PROGRAM. THIS INITIATIVE WILL ENABLE OUR BRAND TO EXPAND GLOBALLY, REACHING MARKETS IN SINGAPORE, THE PHILIPPINES, AND LATIN AMERICA.





GREEN SCHOOL FOUNDATION

PROVIDED CREATIVE CONTENT
CREATION, IN-HOUSE TRAINING,
WEBSITE DEVELOPMENT, AND
SYSTEM DEVELOPMENT.



BALI KITA KITA ADV

HANDLED REBRANDING,
CREATIVE CONTENT CREATION,
IN-HOUSE TRAINING, WEBSITE
DEVELOPMENT, AND SYSTEM
DEVELOPMENT.



BALI ISLAND PHOTOBOOTH

CREATED A WEBSITE AND
DEVELOPED A SYSTEM.

EXPERIENCE



CANGGU CHIC

DEVELOPED AN E-COMMERCE SYSTEM.



CAU COCHOLATE

CONDUCTED IN-HOUSE TRAINING AND OVERSAW ADVERTISING ON META AND SHOPEE PLATFORMS, SUCCESSFULLY REJUVENATING THE BRAND.



DUBALI1

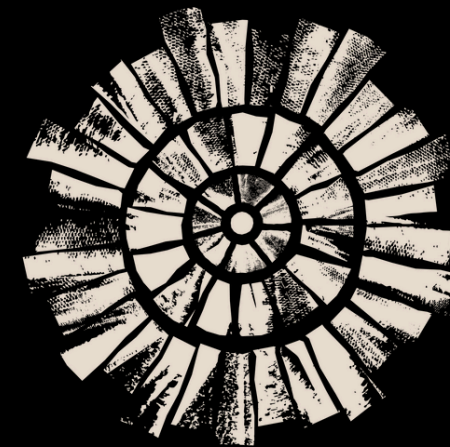
CONDUCTED IN-HOUSE TRAINING AND MANAGED ADVERTISING ON META AND SHOPEE SERVICES.

EXPERIENCE



KAKUL PRODUCTION

DEVELOPED A BACK OFFICE SYSTEM, A WEBSITE, AND A SOCIAL MEDIA CONTENT MANAGEMENT SYSTEM.



VOICE OF PARADISE

VOICE OF PARADISE

THE REBRANDING STRATEGY INVOLVES REDESIGNING THE BRAND LOGO, UPDATING ALL BUSINESS COLLATERAL INCLUDING THE BUSINESS KIT, WEBSITE SYSTEM, BACK OFFICE SYSTEM, AND REVAMPING THE SOCIAL MEDIA CONTENT SYSTEM.

PT BSM

CURRENTLY UNDER REVIEW.

EXPERIENCE

SUCCESS STORY

(08)

FOR DUBALI1,

we conducted in-house training to enhance their TikTok content and upskill their digital marketing team. This resulted in a significant increase in live sales, jumping from IDR 0-1 million per day to an impressive IDR 5-7.9 million per day

BEFORE

Metrik utama			
VS Periode terakhir: 02/10			
Penghasilan ?	Pesanan SKU ?	Pembeli ?	
Rp789... >	8 >	7 >	
21,57% ↓	20% ↓	30% ↓	
Pengunjung Produk ?	Produk Terjual ?	Produk Terjual ?	
86 >	8 >	4 >	
35,82% ↓	20% ↓	20% ↓	

AFTER

Metrik utama			
VS Periode terakhir: 02/02			
Penghasilan ?	Pesanan SKU ?	Pembeli ?	
Rp7,9JT >	93 >	85 >	
91,85% ↑	78,85% ↑	66,67% ↑	
Pengunjung Produk ?	Produk Terjual ?	Produk Terjual ?	
683 >	93 >	13 >	
99,13% ↑	75,47% ↑	116,67% ↑	

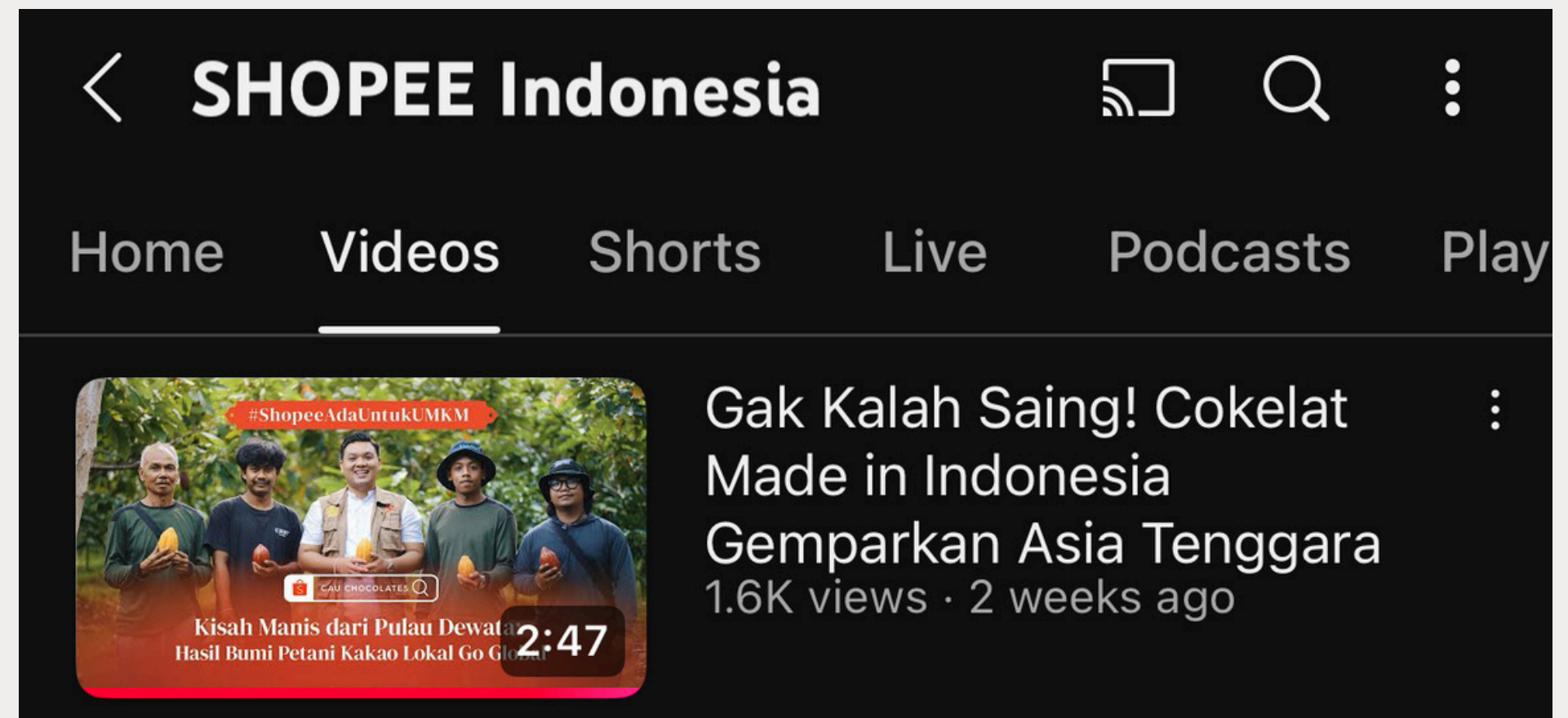
FOR CAU COCHOLATE

Performa Seluruh Iklan			
Hari Ini (GMT+7) Download Data			
Iklan Dilihat ?	Jumlah Klik ?	Persentase Klik ?	Pesanan ?
18.9k	552	2,92%	9
Produk Terjual ?	Penjualan dari iklan ?	Biaya Iklan ?	ROAS ?
17	Rp7.5m	Rp196.1k	38,04

Recognizing the untapped potential of Cau Chocolate's long-standing but under-optimized Shopee store, we conducted in-house training for their team and optimized their store. On the first day of advertising with a budget of IDR 200,000, we achieved IDR 7.5 million in revenue with an impressive ROAS of 38. This validated our initial analysis of the store's potential, and we are now focused on optimizing all aspects to ensure consistent high ROAS and scaling up their operations

SUCCESS STORY

(09)



For CAU Chocolates, we successfully rebranded in the online market within three months. As a result, Shopee headquarters selected us twice to participate in their programs. First, Shopee arranged for our business to be visited directly by 10 local and national media outlets, providing us with complimentary coverage. Second, Shopee's headquarters created an exclusive documentary video for us, which was uploaded on Shopee's YouTube channel, boasting 3.36 million subscribers, and shared on their Instagram, followed by 8.8 million users.

LET'S WORK
together

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