

Stephanie Erlita Arifin

Digital Transformation Consultant

SEA

About me



Hi! I'm Stephanie. I'm passionate about building and promoting great digital products that make people's lives easier. I have over 5 years of experience strategizing innovative digital experiences for small to medium businesses and over 10 years in luxury brand marketing & communication and project management.

I grew up in Jakarta, studied and worked in Sydney and Paris, I am an avid moviegoer and I'm excited to partner with you!

A diagram consisting of six circles of varying sizes and colors (teal and grey) arranged in a cluster. Each circle contains text representing a skill or area of expertise.

User Experience

Project
Management

Online Visual
Merchandising

Branding &
Communication

Process
Improvement

Career highlights & expertise

Read full CV [here](#)

Digital Growth Consultant

Fratelli Piccini, Firenze

December 2020 - Present

E-commerce Manager

MASARISHOP.COM (MASARI GROUP),
Jakarta

January 2017 - present

Marketing Communication Assistant Manager

Hermès (MASARI GROUP), Jakarta

March 2014 - December 2016

Marketing Strategy & Menswear Buyer

Otoko Menswear, Jakarta

January 2012 - January 2014

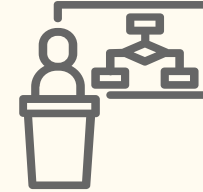
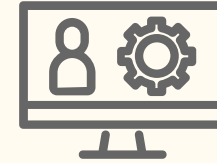
Digital strategy for everyone



My **unique selling proposition** lies in personal, simple and hands-on approach with **fashion sensitivity**. This counters the approach of big digital agencies - who are used to standardizations, billed-by-hour consultations, and other processes that lacks efficiency. This creates a large setback for small businesses/designers that are rooted in their **brick-and-mortar** institutions who want to transform but don't have the resources, expertise or high investment to execute it. **Simplicity** sells better, so I'm here to show you that going digital can be achieved effortlessly and cost-efficiently if you know where to start.

Think of us as a **hybrid** between agency and in-house experts to guide you through all the steps and **360°** strategies you need to build a beautiful e-commerce, promote it well, become a **company with digital mindset**, generate yield and ultimately become independent and tech-savvy.

Services

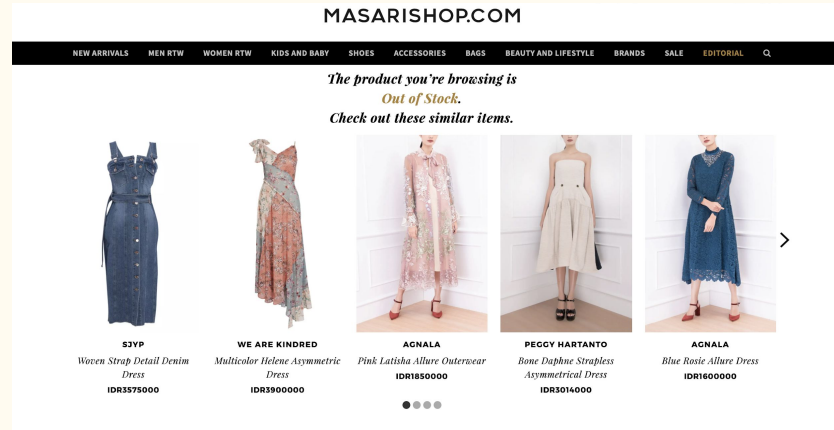


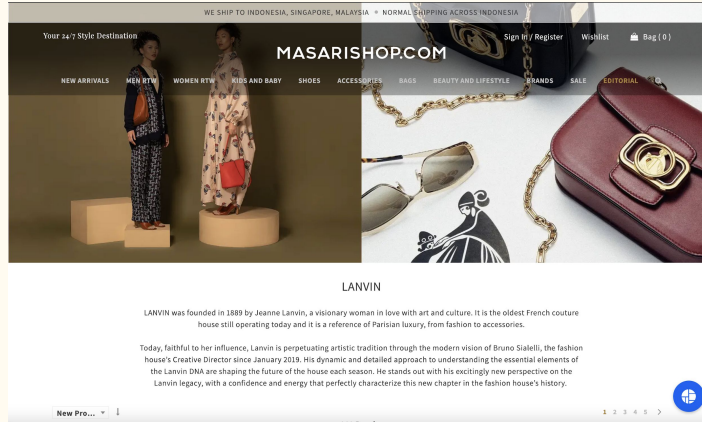
STRATEGY & DEFINITION

- Digital Auditing
- Research
- Competitive Analysis
- Campaign Ideation

INTELLIGENCE

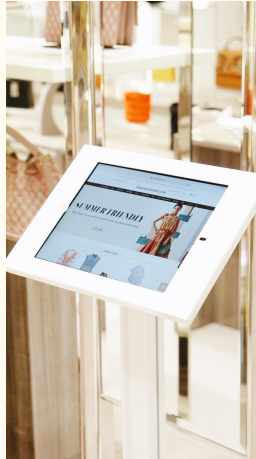
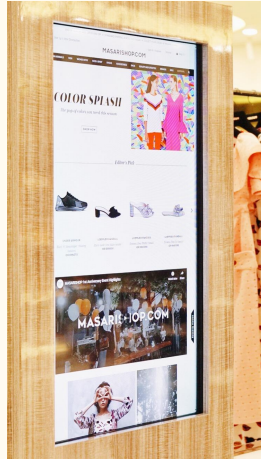
- Business Analytics
- Tracking
- Campaign Tracking
- Trend Analysis
- Conversion Optimization
- Customer Relationship
- Insights & Data-based Decision Making





DESIGN & USER EXPERIENCE

- Information Architecture
- User Interface Design
- Omnichannel Strategy



TECHNOLOGY*

- Responsive Web Development
- Wordpress
- WooCommerce E-commerce
- Magento E-commerce
- Logistics Integration

* With developers team

M

NEW ARRIVALS

MEN RTW

WOMEN RTW

KIDS AND BABY

SHOES

ACCESSORIES

BAGS


BEAUTY AND LIFESTYLE

BRANDS

SALE

EDITORIAL

Q




How would you describe your style in 3 words?
Somewhere around eclectic.

What are the fashion items you're currently obsessed with?
Tweed jacket, chunky sneakers, printed or floral kaftans.

What's your go-to style for attending red carpets or events?
A long dress and a pair of killer heels.


What are your favorite brands at MASARISHOP.COM?
S.JYP, Tangan, Sapto Djojokartiko.

SHOP THE LOOK




VIVETTA


White Puffed Longsleeve Shirt
IDR 6,690,000



YCH

Beige Folded Belted Obi
IDR 6,380,000





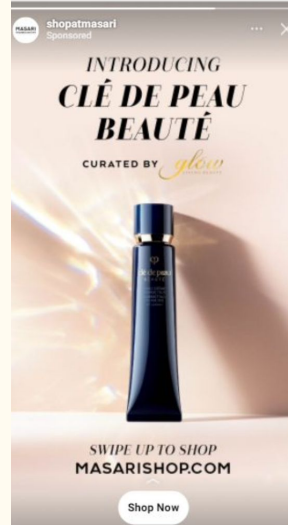


DIGITAL FASHION DIRECTION

- Product Photoshoot
Management & Styling
- Campaign & Content
Creation
- Product Launch Strategy
- Online Visual
Merchandising

BRANDING & COMMUNICATION

- 360° Strategy
- Copywriting
- Content Management
- Digital Advertising & Budgeting
- E-mail Marketing
- SEO
- Event Strategy
- Influencer Marketing



GIRL CRUSH: MARSHA TIMOTHY

On her effortless-eclectic style and exploring new genres in her latest film projects

This season, we had a session with our #MASARIGIRL, the award-winning Indonesian actress, Marsha Timothy. Marsha Timothy has more than 15 years of experience in the acting industry, starring in notable films such as The Raid 2: Berandal (2014), Marlina: Si Pembunuh Dalam Empat Babak (2017), Toko Barang Mantan (2020). She has won notable awards, such as the best leading role at Festival de Cine de Sitges in Spain (2017).

As the wife of Actor Vito G. Bastian and a mother of one, Marsha is known for her natural beauty, her effortless yet eclectic fashion style. Masculine-feminine style is her approach to day to day dressing. Discover how our team has captured her signature high-low mix styles, from daytime to evening looks.



MASARISHOP.COM

NEW ARRIVALS MEN RTW WOMEN RTW SHOES
ACCESSORIES BAGS BRANDS SALE

LANVIN



TRANSITIONAL PIECES

From tailored blazers, cozy sweaters featuring artful prints, and one-offs bags, discover this season collection from LANVIN.

SHOP LANVIN



LANVIN



LANVIN

SEA

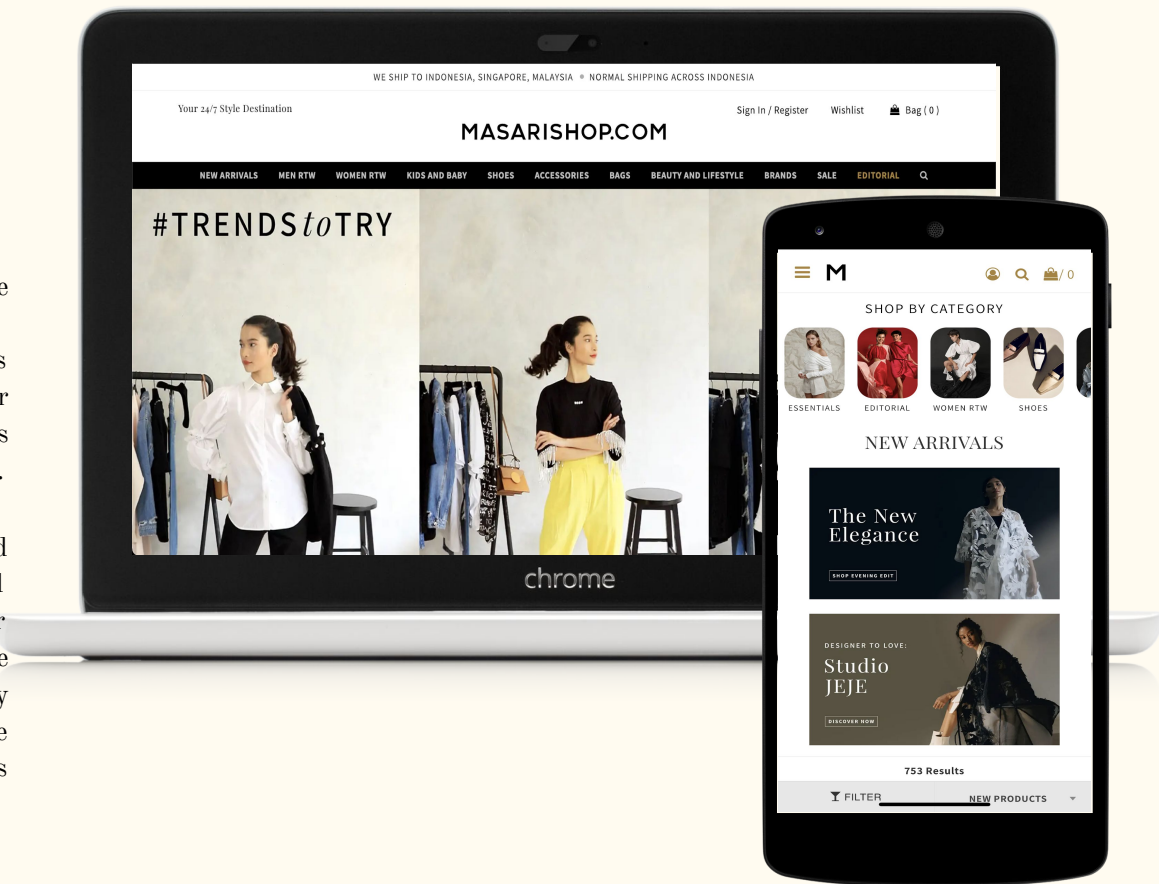
Projects

MASARISHOP.COM

2017 - Present

I am currently helping the business as the e-commerce manager for **MASARISHOP.COM**, Indonesia's first high-end multi-brand website that serves lifestyle interests in addition to selling sought-after fashion and lifestyle merchandise and brands such as **Lanvin**, **No21**, **MSGM**, **Acler**, **Veja**, **Rodo** and many more.

Masari was first a 4-decades old **brick-and-mortar** boutique, in need of **expansion** and **higher customer reach**. The company saw potential for new market, I assumed leadership and launched the project from scratch and within a short time quickly captured the **high-end market** in Indonesia, becoming the only e-commerce of its kind in the country that serves majority women customer **end-to-end** service.



MASARISHOP.COM

I look after 5 pillars of the business:

- SALES AND OPERATIONS
- FULFILLMENT AND LOGISTICS
- PERFORMANCE & DIGITAL MARKETING
- OMNICHANNEL STRATEGY FOR THE MASARI BOUTIQUE
- TECH DEVELOPMENT & OPTIMIZATION



Overseeing strategies for those 5 pillars have empowered me with knowledge and necessary tools to successfully launch an **omnichannel** strategy. To date, Masarishop.com has seen **61% YoY growth in revenue** and **153% YoY in visitors** to date, with over 100 local and International brands on offer and over 70% visitors coming from social and digital advertising.

FRATELLI PICCINI

December 2020 - present

Improving the user experience and revamping e-commerce site

Consulting on data marketing and analytics

Advising omnichannel strategy

Consulting on image, content, campaign and branding

Consult and manage social media



This project is currently confidential

Championing innovations



Together, me and a small but dedicated development team champion innovations and efficiencies that transform our **products** into **experiences** before delivering them through omni-channel engagements, thus elevating us from a place to buy things into a destination to have meaningful experiences.

I believe the future of retail lies in an **evolving collaborative space** where human can constantly connect emotionally; to start conversation; to share and learn; where product is the by-product, where ideas must serve human needs before the possibilities of tools and technology. I believe e-commerce is our future and I believe in **enriching our lives and communities** by giving businesses and designers a chance to get a powerful tool for expansion.

So I digress..

If you are a leader who is as **pragmatic** when facing the **challenges of tomorrow** and resolute when seeking answers, I believe our 45mins conversation will be worthy of your time.

Contact

Stephanie Erlita Arifin



stephanie.e.arifin@gmail.com



www.linkedin.com/in/stephanie-arifin



+62 818 866 922