



ALVIN AURELIUS

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SUMMARY

Hospitality marketer specialising in digital, social media, and food & beverage brand marketing across international resorts. Proven record building awareness and demand through social content, paid media, OTA and travel platforms, SEO/SEM, and EDM — backed by analytics. Skilled in creative production, activations, and partnerships that turn dining and resort experiences into measurable results.

WORK EXPERIENCE

Assistant F&B Marketing Manager — Sheraton Bali Kuta Resort (Marriott International)

Feb 2025 – Present

- **Dining Brand Growth:** Lead digital, social & content marketing for the resort's dining brands (Daily Social, Bene Italian Kitchen, Feast, &More) across Instagram, Facebook, TikTok and Little Red Book.
- **Measurable Impact:** Drove 2025 year-on-year growth across the dining brands — 4.0M Facebook views, +139% link clicks, +115% organic reach and +116% engagement rate (Meta Business Suite, Sprinklr).
- **Signature Activations:** Planned and marketed Sunday Social Brunch, Sunset Garden Festival, Easter Brunch, Ramadan/Eid, NYE Golden Soirée and the cross-property Food Truck Festival with Aloft Bali Kuta.
- **Full-funnel Channels:** Managed OTA & travel media (Booking.com/BNSA, Expedia TravelAds), paid search & social, EDM (Marriott LCB, Mailchimp), SevenRooms and outlet websites (OSB); reporting via GA4 & Search Console.
- **Recognition:** Awarded the April 2026 WOW Story ("Leading with Impact") for driving outlet branding and marketing excellence; Bene Italian Kitchen holds Tripadvisor Travelers' Choice (2023–2025).

Assistant Digital Marketing Manager — Vignette Collection, an IHG Hotels (Rumah Luwih Bali)

Jan 2024 – Jan 2025

- **Enhancing Brand Visibility:** Developed and executed targeted digital campaigns via SEM, travel platforms (TripAdvisor), OTAs (Expedia, BNSA) and social media.
- **Driving Content Excellence:** Led content marketing initiatives producing multimedia content, significantly boosting social following and website traffic.
- **Maximizing ROI:** Implemented data-driven advertising and advanced analytics to optimise acquisition, engagement and retention.
- **Expanding Partnerships:** Activated third-party wedding platforms (Bridestory, Weddingku, My Overseas Wedding) and experience partners (Sababay Winery, Hatten Wines).

Cluster Marketing Communications — Vasa Hotel Surabaya by Tanly Hospitality

Apr 2022 – Jan 2024

- **Event Collaboration:** Spearheaded restaurant takeover events (209 Dining x Cuca, 209 Dining x Mills Kitchen, Chamas Brazilian x Akar Ubud), attracting KOLs and media.
- **Rebranding:** Contributed to the rebranding of Bonne Journe pastry shop for refreshed market positioning.
- **New Outlet Development:** Planned the opening of Cruz Lounge with influencer and brand collaborations (Sukanda Jaya, Mikael Jasin, Chope activation).
- **Seasonal Campaigns & Reporting:** Delivered NYE Gala Dinner, Chinese New Year, Moon Festival and Ramadan campaigns; produced weekly performance reports and grew social communities.

Marketing Communications Intern — JW Marriott Surabaya

Aug 2021 – Mar 2022

- **Social Innovation:** Introduced Giphy GIF stickers and Spark AR Instagram filters to enhance digital presence.
- **Run To Give 2021:** Supported a month-long donation campaign raising Rp 21 million, featuring in the promotional video.
- **Grand Openings:** Supported the SBCO pastry shop launch and Christmas Tree lighting, managing KOLs and event documentation.

EDUCATION

Bachelor of International Business Management — Bina Nusantara University
Associate Degree of Hotel Administration — University of Merdeka Malang

CERTIFICATION

- Fundamentals of Digital Marketing — Google Digital Garage
- Social Media Marketing — HubSpot Academy
- Build Your Brand on Social Media — Purwadhika
- Content Marketing Fundamentals — SEMrush
- Google Analytics 4 (GA4) Essential Training — LinkedIn
- Upskill Fest — Tech in Asia ID+