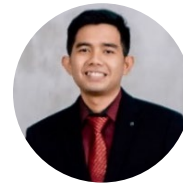


I MADE MIKE ARMAWA

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Creative and strategic marketing professional with a strong background in luxury hospitality, brand storytelling, digital marketing, and visual communication. Proven track record in developing integrated marketing campaigns, strengthening brand positioning, and driving audience engagement across leading international hospitality brands. Experienced in creative direction, content production, social media, digital performance, and multi-channel marketing, with a data-driven approach to building compelling brand experiences. Adept at collaborating with senior leadership, global brand teams, and cross-functional stakeholders to deliver impactful marketing initiatives.

SUMMARY OF QUALIFICATIONS

- **Brand & Digital Marketing** – Integrated marketing, brand positioning, social media, and digital campaigns.
- **Creative & Storytelling** – Photography, videography, graphic design, content creation, and visual storytelling.
- **Digital Performance** – Google Ads, social media analytics, website performance, and campaign optimization.
- **Strategic Collaboration** – Cross-functional coordination with senior leadership, HQ, media, and external partners.
- **Luxury Hospitality** – Luxury branding, guest experience, partnerships, and multi-property marketing.

EXPERIENCE

Soori Bali & Soori Penang

Mar 2025 – Present

Cluster Graphics & Content Marketing Manager

- Promoted to the Soori Penang pre-opening cluster Team, expanding creative and marketing responsibilities across two properties.
- Directed full-scale content production across photography, videography, and graphic design, ensuring consistent luxury brand positioning.
- Led end-to-end creative, digital, and brand marketing across social media, website, Google Ads, and LHW platforms.
- Managed digital performance and online presence to strengthen brand awareness, engagement, and direct booking conversion.
- Collaborated directly with the HQ Branding Director to ensure brand consistency for Soori Bali and supporting Soori Penang's pre-opening and ongoing creative needs.

Selected Property Recognition During Tenure

- Soori Bali: Michelin Key - 1 Key, Trip.Best Asia - Top 100 Villas
- Soori Penang: TIME Magazine - 2026 World's Greatest Places, Condé Nast Traveler U.S. & U.K. - 2026 Hot List, Travel + Leisure - 2026 It List, AFAR - 40 Best New Hotels of 2026, Prix Versailles - 2026 World's Most Beautiful Hotels

The Ritz-Carlton Bacara Santa Barbara, California USA

May 2023 – May 2024

Marketing Creative Executive

- Increased social media engagement by 400% through story-driven content and interactive marketing campaigns.
- Captured and edited high-quality photos & videos for multi-channel marketing strategies, aligning with brand identity.
- Developed marketing content libraries to ensure timely, consistent, and engaging brand messaging.
- Collaborated with cross-functional teams to execute marketing activations and brand partnerships.

Six Senses Uluwatu, Bali Indonesia

Jun 2021 – Apr 2023

Marketing Communications & Digital Creative

- Developed brand storytelling and strategic content to strengthen luxury and sustainability positioning across all channels.
- Developed media partnerships and integrated marketing campaigns to expand audience reach
- Created and managed marketing collateral and digital content across the Six Senses website and app.
- Delivered 15x ROAS for F&B festive campaigns and 74x ROAS for stay promotions through targeted digital marketing strategies.
- Conducted market and competitor analysis using Sprout Social, Google Analytics, and social insights to optimize campaigns and support the rebranding of Watu Steakhouse post-COVID.
- Grew Instagram following from 66K to 79K (+19.7%) through strategic content and digital marketing initiatives.

St. Regis Bal Harbour, Miami, USA

Apr 2019 - Apr 2020

Hotel Butler

- Providing warm welcomes, managing check-in and check-out processes, and assisting guests with all of their needs. Anticipating and fulfilling guests' needs, communicating effectively with all hotel departments. personalized Butler services, and completing daily shift reports and inventory management.
- Utilizing PMS software such as Lightspeed, In-control, and GXP. Ensuring that host performance is regularly monitored and in line with the high standards of the St. Regis Miami brand
- Collaborating effectively with team members from diverse cultural backgrounds, working well under pressure, and providing luxury service to guests.

Front Office

- Greeting guests and assisting with luggage, escorting them to their rooms and providing information about the hotel's amenities and room features. Ensuring that all aspects of the guest's room are in perfect order. Meeting guests' needs promptly, providing valet service for guest's cars, and managing traffic flow in the lobby.
- Staying informed about the hotel's products and services, providing accurate information to guests, communicating effectively with all hotel departments, and maintaining a polished and professional appearance while keeping the area clean.

EDUCATION & COURSEWORK**Bachelor's Degree - Hospitality Management (GPA: 3.72)****Aug, 2017 – Aug, 2022***Politeknik Pariwisata Bali, Bali Indonesia***Course - Revou Learning Academy****2025**

Digital Marketing

Course - HubSpot Academy**2025**

Professional Digital Marketing

Meta Blueprint**2024**

Facebook & Instagram Ads

Course & Workshop - Gamma Education**2021**

Unleash Your Potential Workshop

SKILLS

- **Content Creation & Design:** Videography, Photography, Adobe Creative Suite, CapCut, Canva, Digital Graphic Editing, Marketing Content Creation.
- **Digital Marketing & Analytics:** Social Media Management, Sprout Social, Google Analytics, Google Ads, SEO, Blogspot, WordPress, Performance Tracking.
- **Hospitality & Guest Services:** Butler Service, Concierge, Front Office, Reservations, F&B Operations.
- **Software & Systems:** Microsoft Office, PMS Opera, GXP Guest Experience, SS Experience, Galaxy Lightspeed, Micros

CERTIFICATIONS & AWARDS

Nominated Five Star Award by Marketing Manager (Quarter 4)

2023*The Ritz-Carlton Bacara, USA*

Nominated Five Star Award by Front of the House Manager (Quarter 3)

2023*The Ritz-Carlton Bacara, USA*

Employee of the month (August 2023)

2023*The Ritz-Carlton Bacara, USA - SBARZC324*

LANGUAGES

- Bahasa Indonesia
- English

REFERENCES**Emilie LUREAU** | +33 65142 5409

Marketing Communications Manager at The Ritz-Carlton Maldives

Ellie Turner | +1 415 320 – 3384

Marketing Manager at The Ritz-Carlton Bacara, Santa Barbara

Marc Denton | +66 99 302 1771

General Manager at Soori Bali