

Eugenia Clara

Creative & Marketing Strategist

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PROFILE

Integrated creative and marketing strategist with 10+ years of experience across agencies, tech platforms, and brands, spanning Indonesia, Singapore, and SEA. I operate at the intersection of brand strategy, creative direction, and business growth: turning market insight into campaigns, programs, and go-to-market plans that move both audiences and revenue.

Previously at TikTok, I built and drove creative strategy for Indonesia and the region, developing industry programs, brand partnerships, and executive education frameworks that contributed to \$30M+ in projected revenue. I'm also an active content creator, so my strategies are built on how platforms and audiences actually behave, not just how brands wish they did. Currently building @fleetingstill and @eugeniacara as independent content platforms.

EXPERIENCE

TikTok · Marketing & Creative Strategist | Jun 2022 – Oct 2025 @ Jakarta, Indonesia

- Built and drove creative strategy and industry positioning for TikTok for Business Indonesia — developing thought leadership narratives, brand education frameworks, and go-to-market programs across the full advertiser ecosystem.
- Partnered with sales, product, and regional teams to translate platform data and market insights into actionable creative frameworks, directly informing commercial outcomes.
- Designed and produced content and brand education programs — workshops, playbooks, and roadshows — reaching 2,000+ senior marketers and executives across Indonesia and Southeast Asia.
- Represented TikTok at high-profile industry events across Indonesia and SEA, building platform credibility with C-suite and agency leadership through thought leadership and speaking engagements.

Key Achievements

- Appointed Ramadan Creative Lead for 3 consecutive years; developed integrated content and campaign strategy contributing to \$30M+ in projected Ramadan revenue.
- Delivered Publisher of the Year at MMA Smarties ID 2024 and 4+ category wins across Marketing Excellence Awards and Smarties Global on behalf of TikTok for Business Indonesia.
- Strategised and executed TikTok vertical industry programs (Beauty Fest, CPG on TikTok, CXO Circle, Retail on TikTok) - generating multi-million revenue uplift and engaging 1,000+ brands across CPG, Finance, and Retail.
- Co-developed TikTok Playground Indonesia and TikTok Ad Awards Indonesia end-to-end; forged relationships with 250+ creative agencies and 200+ brands.
- End-to-end developed and delivered 10+ industry speaking engagements including Citra Pariwisata, GroupM Commerce Day, and FCN Day, alongside multiple TikTok-led events across Indonesia and SEA.

Coconuts Media · Senior Art Director | Dec 2020 – Apr 2022 @ Remote

- Led creative direction across Coconuts Media editorial and brand campaigns across Southeast Asia market; won new business pitches for MyRepublic, Acentrik, and Singapore Sports Hub.
- Piloted and managed the company's Giphy channel — earned WAN-IFRA Digital Media Award Asia for content strategy and digital innovation.

Freelance · Art Director & Creative Consultant | May 2020 – Jun 2022 @ Remote

- Clients: Adobe MAX, Aria + Nafas, Coconuts. Led creative direction from brief to production across campaign-based engagements for global and regional brands.

MakerLab · Creative Designer | Nov 2019 – Apr 2020 @ Singapore

- Clients: Netflix, Google (SEA). Led art direction for Netflix Singapore social editorial and designed Google PR internal communications collateral across the SEA region.

DDB Tribal Worldwide · Art Director | Apr 2018 – Nov 2019 @ Singapore

- Clients: Volkswagen, PUB, Gardens by the Bay, Casio, MCCY, MoFA, HPB. Developed award-winning viral video strategy for PUB; led social media content strategy and production for Volkswagen SG.

iris Worldwide · Junior Art Director | Sept 2017 – Mar 2018 @ Singapore

- Clients: Starbucks APAC, Marina Bay Sands, Jägermeister. Contributed to integrated communications campaigns ensuring consistent brand messaging across channels.

Freelance · Art Director & Content Creator | Jul 2016 – Jul 2017 @ Remote

- Clients: GO-JEK, Samsung, Jenius (BTPN Bank), Danone / AQUA, Workman Publishing NY, SparkNotes. Project-based creative direction, branding, and content creation for agencies, startups, and global brands.

VML · Interactive Designer / Junior Art Director | Jun 2014 – Jul 2016 @ Jakarta, Indonesia

- Clients: Spotify, Adidas Indonesia, Samsung, Danone, Unilever. Made AQUA the first brand to create an Instagram Activation in Indonesia (twice, with awards); pioneered Periscope integration for Adidas Indonesia — first SEA brand to do so.

CORE EXPERTISE

Go-to-Market + Creative Strategy: Brand launches, campaign architecture, and multi-market rollouts

Creative Strategy & Direction: Brief to execution across digital, social, and experiential

Creator Economy & Influencer Strategy: Platform mechanics, creator partnerships, content at scale

Industry & Stakeholder Engagement: C-suite advisory, thought leadership, speaking, and executive education

Strategic Consulting & Advisory: Aligning sales, product, and creative teams toward shared business goals

Market Research & Insight : Audience analysis, trend identification, and insight-to-strategy translation

Content Creation & Production: Adobe Creative Suite, DaVinci Resolve, CapCut; video and social-first formats

Verticals: Travel & Experiences, FMCG, Tech, Finance, Retail, Beauty

AWARDS & RECOGNITION

MMA Smarties (2023, 2024) · **Marketing Excellence Awards** (2024, 2019) · **Citra Pariwara** (2023, 2016, 2015) · **WAN-IFRA Digital Media Award Asia** (2021) · **Campaign Asia / Indonesia Digital Agency of the Year** (2014–2016) · **MMA Smarties Indonesia** (2015) · **24th Canberra Short Film Festival** (2019)

PRESS & COVERAGE

Work: MMA, Marketing Excellence, Detik.com, WAN-IFRA, Coconuts, Adweek, The Drum, CampaignBrief, LBBOnline, BrandingInAsia, Adobo, Channel News Asia, Straits Times, Mumbrella, Marketing Interactive, P3i (Citra Pariwara), GOV.sg

Personal: Adobe MAX, Coconuts, DesignTaxi, Doodler Anonymous, Moleskine Community, HelloGiggles, Designbolts, BuzzFeed, Follow The Colour, HOKK, Klon Magazine, SparkNotes, TimeOut Jakarta

PORTFOLIO & PRESENCE

eugeniacara.com/thing | [instagram.com/fleetingstill](https://www.instagram.com/fleetingstill) | [tiktok.com/@fleetingstill](https://www.tiktok.com/@fleetingstill)