



# Digital Marketing Portfolio

Dymas Lawula Rohman

# About Me



Hi, i'm Dymas Lawula Rohman

I am Data enthusiast from Telecom Engineer Background. Working as an engineer in one of the best Telecom Company has turned me into a better problem solver with good analytical and logical thinking. The working circumstances enforce me to work with accuracy, clarity, and prioritize quality.

3++ Years Experience in Telecom Industry

1++ Years Experience Digital Strategy

Working in technology field has given me insight that customers are the center of many digital transformation projects. Digital transformation efforts rely on digital technology to transform products and services that focus on customer insights.

Digital Growth is a dynamic knowledge with strong persistent skill to learn. It really fits my life perspective about lifelong-learning. I am ready to learn and step up my game in Digital Growth especially work with Data. I Ready step up my career in Digital Growth field because it's rapidly growing, has dynamic environment, and enable me to actualize my passion.

# Skills



SEO  
(AHREFS, SEMRUSH, SCREAMINGFROG)



MARKETING ANALYTICS  
(GOOGLE ANALYTICS, DATA STUDIO)



PAID ADS  
(FB ADS & GOOGLE ADS)

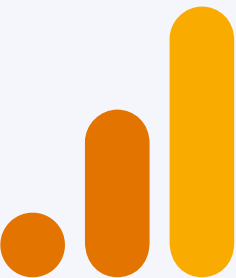


CRM  
(MAILCHIMP)



DESIGN  
(CANVA, WHIMSICAL)

# Certification



GOOGLE ANALYTICS FOR BEGINNERS  
OCT 2021 - OCT 2024

[See credential](#)

ADVANCED GOOGLE ANALYTICS  
OCT 2021 - OCT 2024

[See credential](#)



SEMRUSH SEO FUNDAMENTALS  
DEC 2021 - DEC 2022

[See credential](#)

SEMRUSH SEO TOOLKIT  
DEC 2021 - DEC 2022

[See credential](#)



SEARCH ENGINE OPTIMIZATION (SEO)  
JAN 2022 - NO EXPIRATION DATE

[See credential](#)



GOOGLE ADS SEARCH CERTIFICATION  
OCT 2021 - OCT 2024

[See credential](#)



REVU FULL STACK DIGITAL MARKETING  
DEC 2021 - NO EXPIRATION DATE

[See credential](#)



INTRODUCTION TO DATA STUDIO  
OCT 2021 - OCT 2024

[See credential](#)

# Notable Project

**FoodWork**

PROJECT

Landing Page Creation for Foodwork Healthy Catering (Oktober - November 2021).



PROJECT

SEO Audit & Plan for Sesa.id (November 2021).

**FoodWork**

PROJECT

CRM Strategy Plan for FoodWork Online Catering (December 2021).

**FoodWork**

PROJECT

FB Ads campaign FoodWork Online Catering (October 2021).

**FoodWork**

PROJECT

Google Ads campaign FoodWork Online Catering (November 2021).

# Landing Pages – RevoU Project

FoodWork



LANDING PAGES

## • PROJECT

Landing Page Creation for Foodwork Healthy Catering (Oktober - November 2021).

## • OBJECTIVE

Establish a landing page (LP) that contains full description of the business, submission form and CTA to generate leads. The LP will be used to provide information for the potential customer when they click on ads.

## • MY SCOPE

- Brainstormed layout ideas with the team to deliver the best customer experience.
- Designed the Landing Pages.

## • RESULT

- Continuous improving with an average of 6.68% conversion rate.

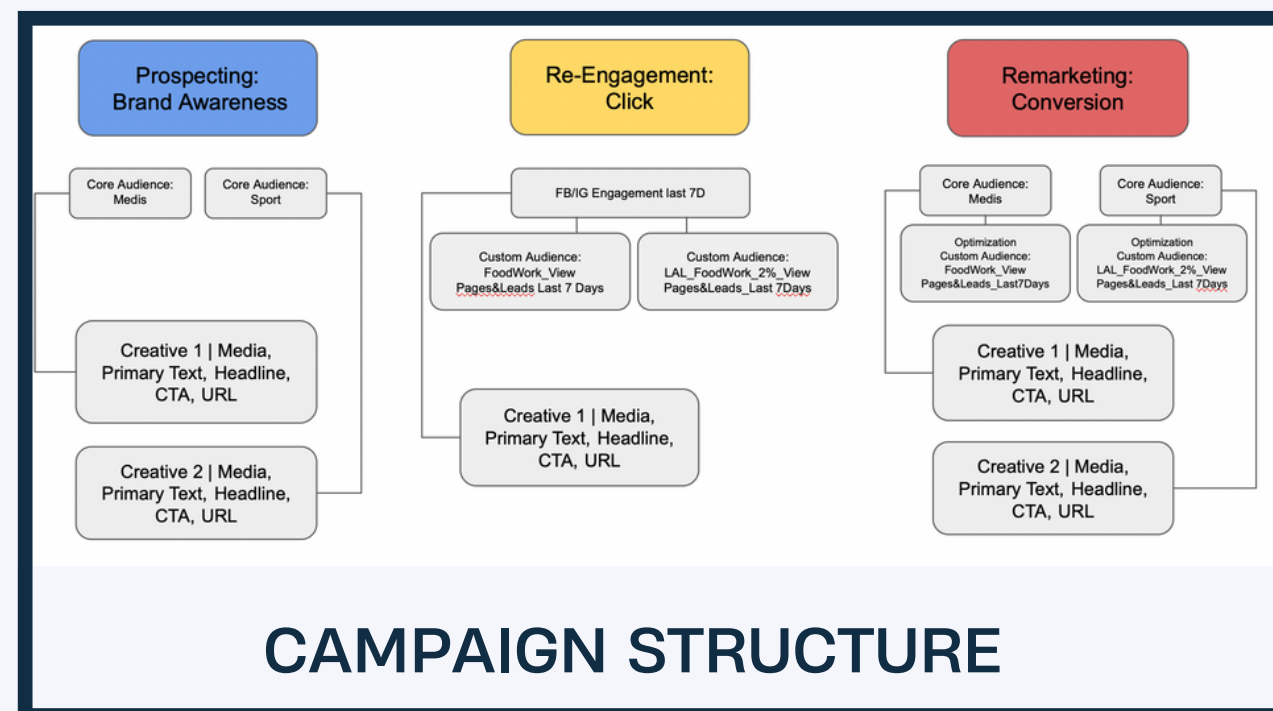
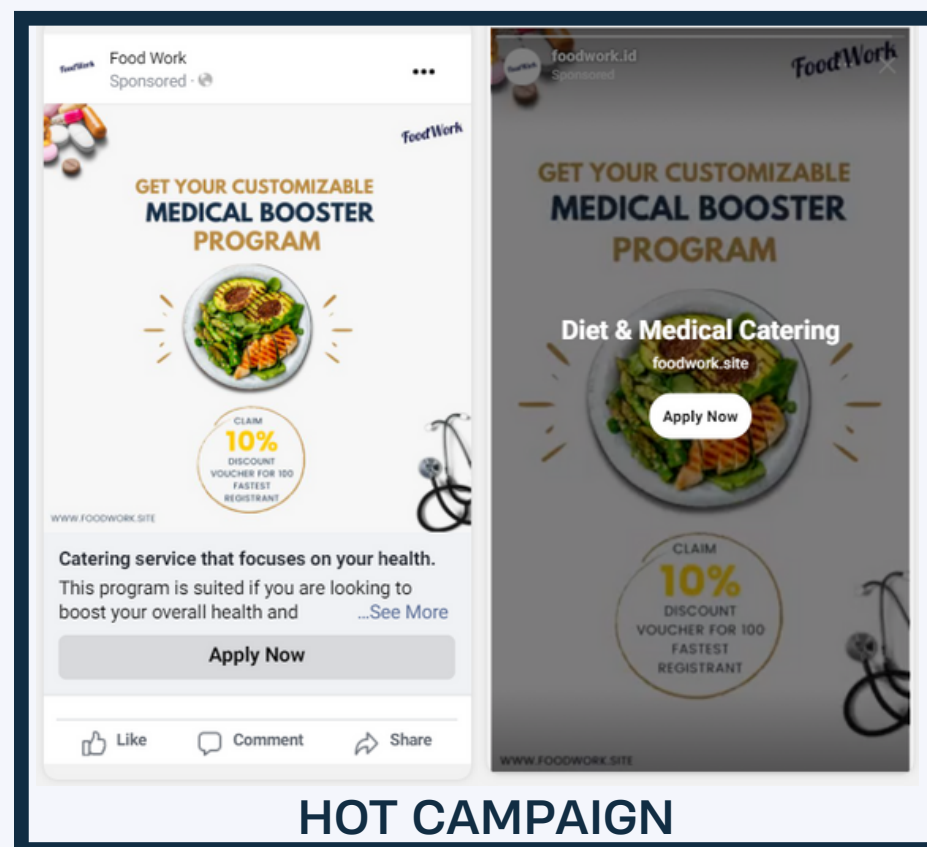
## • TOOLS





# FB & IG Ads – RevoU Project

FoodWork



## PROJECT

FB Ads campaign FoodWork Online Catering (October 2021).

## OBJECTIVE

Execute Facebook/Instagram Ads Campaign to generate leads and report all the optimization process as well as technical difficulties during the campaign.

## MY SCOPE

- Developed campaign structures for each customer funnel (cold & warm).
- Created compelling copywriting and visual guideline for each ads.
- Analyzed, optimized, and evaluated day-to-day progress to achieve the most performing ad that generated the most leads.

## RESULT

- Increased Leads by 100% in 2 days
- Decrease Cost Per Lead by 93% in 3 days
- Increase Link Clicks by 59 % in 1 days

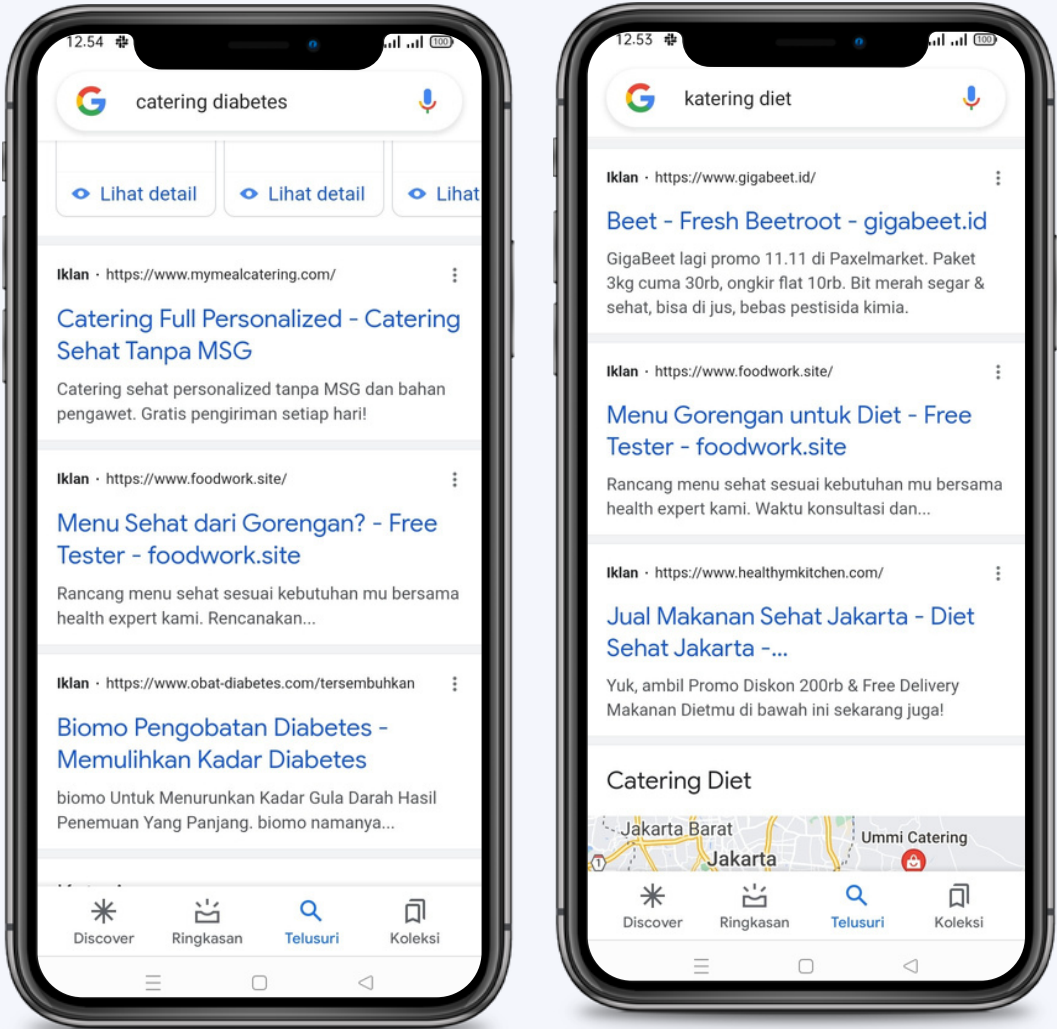
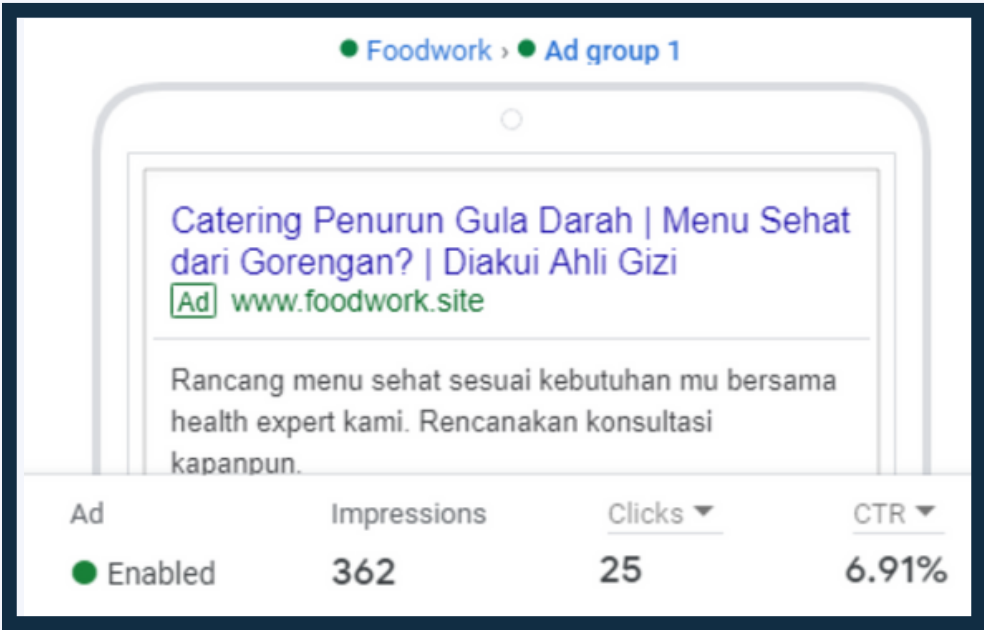


## TOOLS

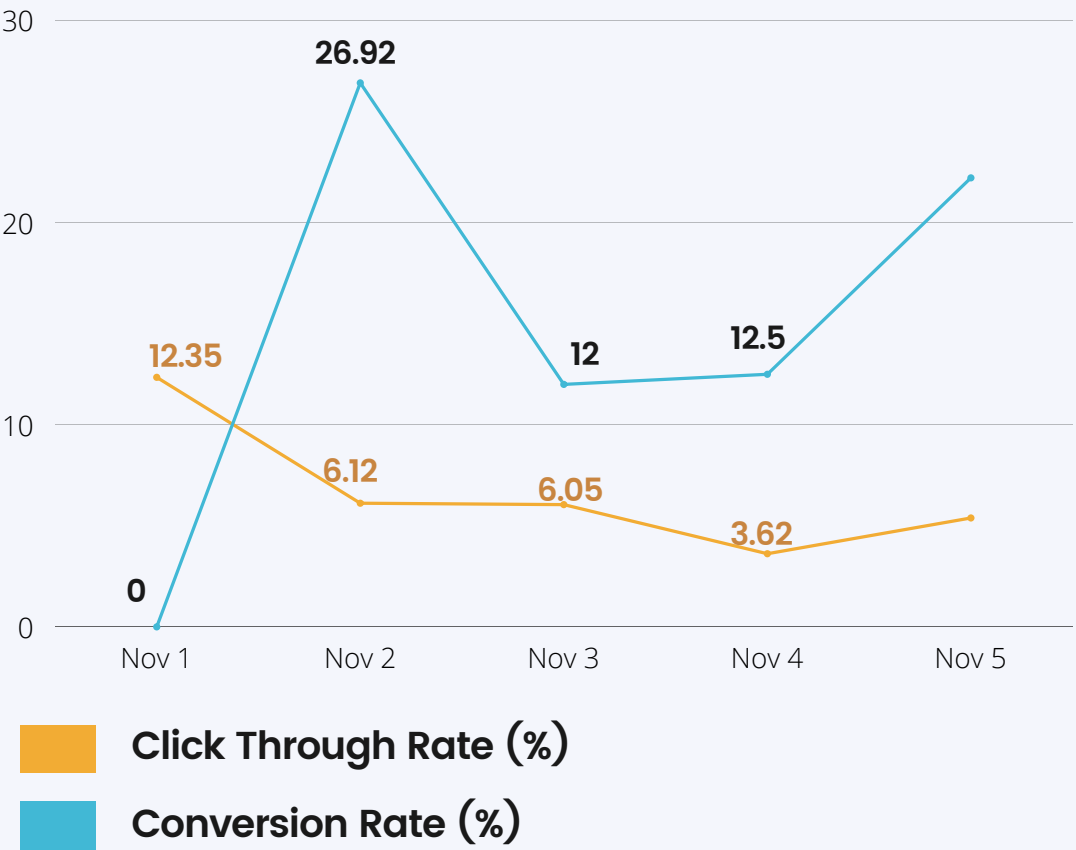


[ACCESS THE FULL DECK OF FACEBOOK ADS](#)

# Google Ads – RevoU Project



## CLICK THROUGH RATE VS CONVERSION RATE



## PROJECT

Google Ads campaign FoodWork Online Catering (November 2021).

## OBJECTIVE

Execute Google Ads Campaign to generate leads including keyword research process, report all the optimization process and technical difficulties during the campaign.

## MY SCOPE

- Conducted keyword research, developed campaign structures, and created compelling copywriting for the ads.
- Analyzed, optimized, and evaluated day-to-day progress to improve Ad Rank (including bidding adjustment and quality score (QS) improvement).

## RESULT

- Increased Leads by 700% in 2 days
- Decrease Cost Per Lead by 21% in 1 days



## TOOLS



[ACCESS THE FULL DECK OF GOOGLE ADS](#)



# SEO – RevoU Project

## PROJECT

SEO Audit & Plan for Sesa.id (November 2021).

## OBJECTIVE

My team and I did auditing Sesa.id for their on-page and off-page SEO performance and give the solution to the problem.

Focus pages for improvement ;

<https://blog.sesa.id/groceries/manfaat-yogurt-untuk-kesehatan/>

## MY SCOPE

- Conducted keyword research, page analysis, and determined the main and LSI keywords.
- Performed on-page content analysis, conducted competitor research, and created improvement plan.
- Developed backlink strategy to get more organic exposure as part of off-page technical plan.

## RESULT

- Chose 5 sub keywords based on our research on ahref, selecting the highest volume related keyword with lowest difficulty. We exclude all irrelevant keywords, keyword with competitors name, and all of duplicate keywords (or keyword that has similar meaning).
- We found many pages talking about yogurt, so sesa.id should merge all pages about yogurt become to one pages.
- Sesa.id should insert a related & appetizing images on every topic & subtopic inside the article.
- Sesa.id should providing link to related article based on each subtopic.
- Sesa.id should use outbound link to increase credibility (also to build relationship).
- For more please [access this full deck of SEO](#)

## TOOLS



[ACCESS THE FULL DECK OF SEO](#)

Category	SUM of Volume
Generic	118,650
manfaat yogurt	23,870
membuat yogurt	21,200
Kompetitor (cimory)	6,150
pengertian	4,770
irrelevant	3,920
resep yogurt	2,580
kandungan yogurt	1,350
proses fermentasi yogurt	880
jenis yogurt	650
bibit yogurt	480
membuat yogurt (bioteknologi)	150
ciri yogurt yang baik	50
<b>Grand Total</b>	<b>184,700</b>

## SUB TOPIC ON-PAGES CONTENT



## OFF-PAGES ANALYSIS

<b>SEO Minion</b> Check Broken Links		0 <a href="https://sesa.id/brand/dr-bronner-s.html?utm_source=blog&amp;utm_medium=header-sbb-ronner">https://sesa.id/brand/dr-bronner-s.html?utm_source=blog&amp;utm_medium=header-sbb-ronner</a> 404
URL: <a href="https://blog.sesa.id/groceries/manfaat-yogurt-untuk-kesehatan/">https://blog.sesa.id/groceries/manfaat-yogurt-untuk-kesehatan/</a>		1 <a href="https://sesa.id/about-us/?utm_source=blog&amp;utm_medium=header-menu">https://sesa.id/about-us/?utm_source=blog&amp;utm_medium=header-menu</a> Redirect
All (149) Internal (108) External (41)		2 <a href="https://sesa.id/brand/dr-bronner-s.html?utm_source=blog&amp;utm_medium=header-sbb-ronner">https://sesa.id/brand/dr-bronner-s.html?utm_source=blog&amp;utm_medium=header-sbb-ronner</a> 404
All (149) Follow (143) No Follow (6)		9 <a href="https://sesa.id/how-to-order/">https://sesa.id/how-to-order/</a> 404
Total Links Checked: 41		10 <a href="https://sesa.id/informasi-pembayaran/">https://sesa.id/informasi-pembayaran/</a> 404
Valid Links: 23		11 <a href="https://sesa.id/informasi-pengembalian-dana/">https://sesa.id/informasi-pengembalian-dana/</a> Redirect
404 Links: 6		12 <a href="https://sesa.id/confirmpayment/">https://sesa.id/confirmpayment/</a> 404
No Domain Links: 0		13 <a href="https://sesa.id/syarat-dan-ketentuan/">https://sesa.id/syarat-dan-ketentuan/</a> Redirect
Empty Links: 1		14 <a href="https://sesa.id/kebijakan/">https://sesa.id/kebijakan/</a> 404
Redirects: 11		15 <a href="https://www.instagram.com/sesaindonesia">https://www.instagram.com/sesaindonesia</a> Redirect
Server Errors: 0		16 <a href="https://www.facebook.com/sesaindonesia">https://www.facebook.com/sesaindonesia</a> Redirect
Unknown: 0		

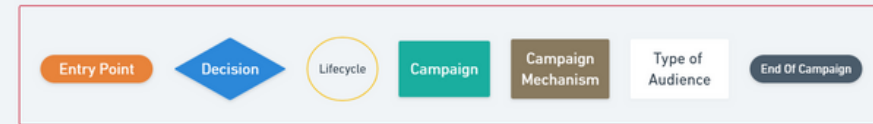
## ON-PAGES TECHNICAL



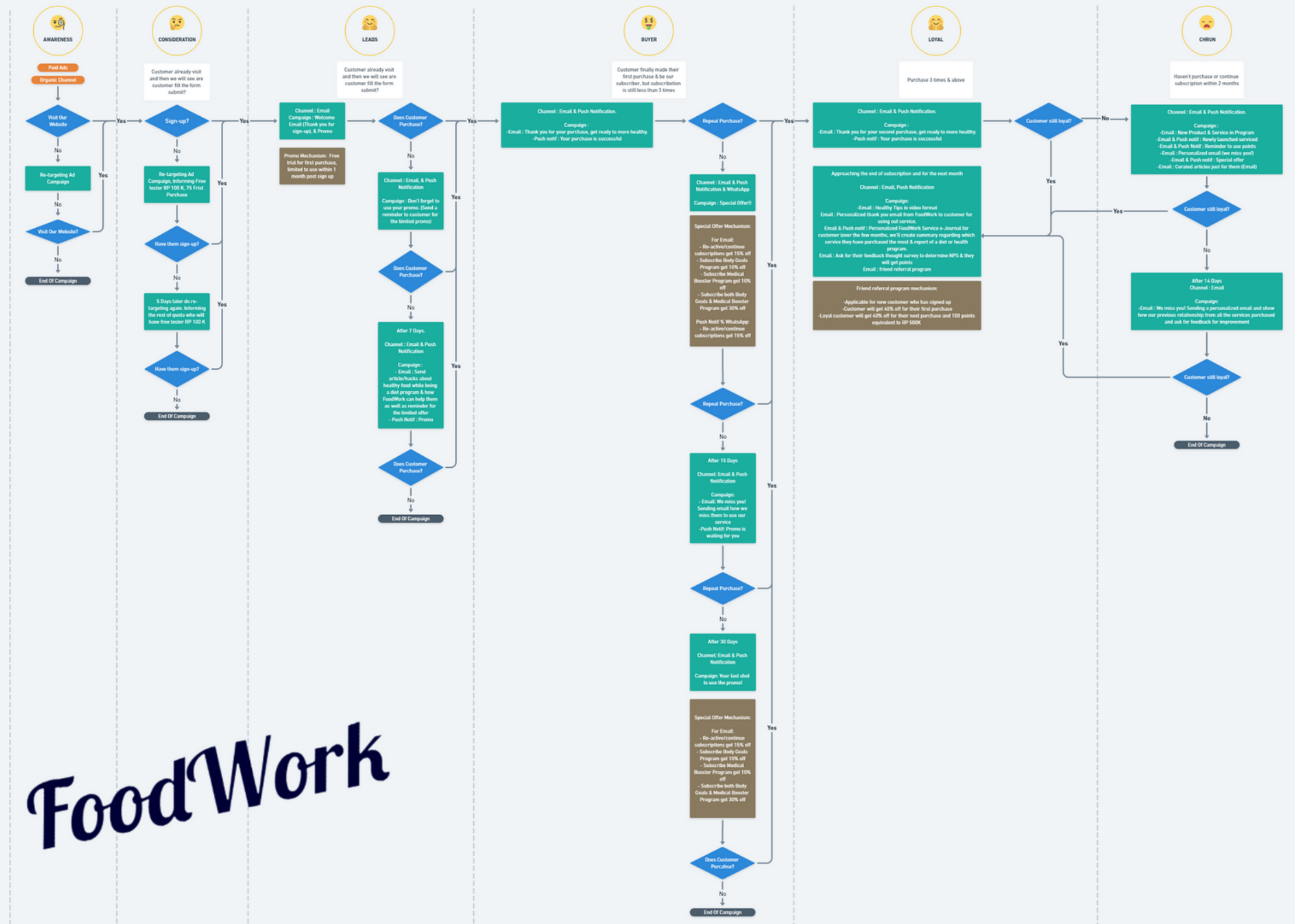
# CRM – RevoU Project

W13WS\_Dymas Lawula Rohman\_Intermediate

# FoodWork



CUSTOMER LIFECYCLE JOURNEY



# FoodWork

## PROJECT

CRM Strategy Plan for FoodWork Online Catering (December 2021).

## OBJECTIVE

Develop CRM strategy to build engagement and relationship with customers at different stages of their lifecycle.

## MY SCOPE

- Created customer lifecycle journey from acquiring, retaining until reactivating.
- Developed 5 customer segmentations based on RFM calculation.

## RESULT

- Successfully create the customer lifecycle journey and create the campaigns.


## TOOLS



[ACCESS THE FULL DECK OF CRM](#)

[ACCESS CRM JOURNEY IN WHIMSICAL](#)

# Let's Collaborate, Shall we?

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