



# EGA NOVIYANTI

DIGITAL MARKETING



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Location:  
Cipulir, Kby. Lama, Jakarta Selatan



## SUMMARY

I am an experienced Digital Marketing professional with 3,5 years of experience in the Non-Banking Financial Institution and Computer Repair industries. I possess the ability to create marketing strategy plans, manage and optimize social media. Throughout my career, I have successfully forged collaborations with reputable companies through my negotiation, interpersonal, and communication skills. Furthermore, I have also expanded marketing efforts through my research and data analysis abilities.



## CAREER HIGHLIGHTS

- To rank top in SEM searches (Macnesia, SeviceMac, MacLabs, MacExpert, iFixmac, MacSpace).
- To rank top in SEO searches (Macnesia and ServiceMac).
- Leading a social media campaign that can increase consumer engagement by 80%.
- Optimizing social media to increase profile traffic by 70%.
- Heading a team that develops company branding and expands marketing by 35%.
- Establishing collaborations with 5 renowned companies in Indonesia:
  - Tokopedia Office (since june, 2021)
  - Garudafood (since august 2021)
  - Shopee Office (since september, 2021)
  - PT Trenologi Indonesia/Stockbit (since january, 2024)
  - Garena Indonesia (since july, 2024)
- Establishing collaborations with 1 influencer:
  - Genhalilintar (since april, 2024)



## PROFESSIONAL EXPERIENCE

PT Macnesia Inti Teknologi

South Jakarta, Jakarta

Digital Marketing

2021 – present

- Conducting research on social media marketing algorithms to enhance company branding strength.
- Determining layout concepts and social media content materials.
- Analyzing and devising strategies for paid advertising to proactively reach consumers.
- Monitoring the implementation of marketing plans and conducting evaluations.

Ega Noviyanti Digital Marketing

South Jakarta, Jakarta

Owner

2024 – present

- Creating design concepts and content design for the MacLabs.id and MacExpert brand, Jakarta
- Collaborating with Surya Florist, Jakarta to build digital marketing for the company.
- Working as a designer for Maleofits.id Pekalongan

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South Jakarta, Jakarta

Owner

2023 – present

- Create a zero-budget marketing project by optimizing SEO
- Manage all sales requirements and needs

kospinMU Surya Mentari

Pekalongan, Central Java

Digital Marketing

2020 – 2021

- Introducing the mobile application to cooperative members to enhance sales transactions.
- Establishing collaborative relationships for the "Sahabat kospinMU" program involving 30 – 40 members per month.
- Creating content and marketing it on social media.

Funding Officer

2018 - 2020

- Conducting research to identify new member sources.
- Managing cooperative members' savings.

Teller

2017 - 2018

- Performing daily cash reconciliation during business days.
- Conducting daily transactions with members.



## EDUCATION

Mercubuana University

Meruya, West Jakarta

Undergraduate Degree in Management

2022 – Present

GPA 3.76/4.00

RevoU – Mini Course

Jakarta

Intro to Digital Marketing

June, 2023

Awarded a certificate of completion

SMK Muhammadiyah Kajen

Pekalongan, Central Java

Computer and Network Engineering

2014 – 2017

Received a scholarship for the Indonesia – Thailand student exchange program in 2016 for a duration of 2 months.



## TECHNICAL SKILLS

- Google Ads
- Google Analytics
- Google Tag Manager
- Meta Business Facebook (Instagram ads)
- Meta Business Facebook (FaceBook ads)
- Google Search Console
- Google Keyword Planner
- Mangools
- TubeBuddy
- Adobe Premiere
- Adobe Photoshop
- Final Cut Pro
- CapCut
- Social Media (Instagram, YouTube, TikTok)



## LANGUAGE PROFICIENCY

Indonesian : Native/Bilingual

English : Limited Working