

Ega Noviyanti

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Available: Now

160 cm | 53 kg | Age: 25th | Unmarried
A sixth-semester student
Undergraduate Degree in Management
Mercu Buana University | Meruya, West Jakarta

OBJECTIVES: Digital Marketing, Business Development, or Front Liner.

EDUCATION

I am a sixth-semester student in the working class program at Mercu Buana University, majoring in Management. Courses taken include Business Communication, Strategic Management, Entrepreneurship, Human Resource Management, and Marketing Management. I have achieved a GPA of 3.80 out of 4.00.

EXPERIENCE

Finance, Partnership Development, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Marketing Strategy, Google Ads, Google Analytics, Meta Business (Facebook & Instagram Ads), Mangools, Adobe Photoshop, CapCut, Social Media Marketing, Basic Programming, and UI/UX Design.

PT Macnesia Inti Teknologi, Jakarta Selatan, Jakarta | 2021 – 2024

- **SEM:** Managed seven Google Ads campaigns and three Instagram ads, actively involved in developing and analyzing digital marketing strategies using paid advertising. Created monthly reports and evaluations for the Director. Successfully achieved the top position in Google search results.
- **Partnership Development:** Conducted customer needs analysis, partnership meetings, and oversaw collaboration management and invoicing. Collaborated with industry, including Tokopedia Indonesia (June 2021), Garudafood (August 2021), Shopee Indonesia (June 2021), PT Trenologi Indonesia/Stockbit (January 2024), Garena Indonesia (July 2024).
- **Marketing Communication:** Represented the company at industry events such as the Indonesia Catalogue Expo and ICEF business meeting. Built relationships with Airmas Group and PT. SMI for potential collaborations.
- **UI/UX Design:** Worked closely with developers to create new landing pages and websites. Designed user interfaces and experiences for the Macnesia mobile app.

kospinMU Surya Mentari, Pekalongan, Jawa Tengah | 2017 – 2020

- **Digital Marketing:** Involved a key role in drafting and executing Partnership Agreements (PKS) for kospinMU Mobile members. Spearheaded marketing campaigns for the kospinMU Mobile application (Sahabat kospinMU), successfully onboarding 30-40 new members monthly. Served as a facilitator in providing training and support to cooperative members regarding the kospinMU Mobile app.
- **Funding Officer:** Proactively sourced potential cooperative members for savings accounts. Managed member funds for various savings products and consistently achieved monthly targets in 2019.
- **Teller:** Conducted daily cash transactions with cooperative members.

Paiboon Inkjet, Chumphae, Thailand | 2016

- **Customer support.** Directly communicating with clients to ensure the graphic design aligns with their specific needs.
- **Graphic designer.** Creating graphic designs that meet the exact specifications provided by the client.