

Ega Noviyanti

noviyanti.ganovty@gmail.com | +6285702301226

Portfolio Link: <https://eganoviyanti.vercel.app/>

LinkedIn: <https://www.linkedin.com/in/ega-noviyanti-ganovty/>

GitHub: <https://github.com/Ganovty>

Undergraduate Degree in Management

Mercu Buana University | Meruya, West Jakarta

OBJECTIVES: Digital Marketing

EDUCATION

Mercu Buana University | Bachelor's Degree in Management (GPA: 3.82/4.00)

Currently in my final semester with a strong academic record, specializing in digital marketing and strategic management through coursework such as Digital Marketing Communication (A), Product & Brand Management (A), Strategic Management (A), and Marketing Management (B), complemented by entrepreneurial training in Green Management (A) and Entrepreneurship (A). My consistent high performance reflects analytical rigor and a passion for data-driven marketing strategies.

CORE SKILLS

- Strategic Planning & KPI Setting
- Team Leadership
- Digital Advertising
- Data-Driven Marketing
- Content Strategy
- Partnership (Sales)

PT Osborn Mobilitas Indonesia, Jakarta Timur, Jakarta | 2025

- **Digital Marketing Strategy:** Developed and implemented integrated digital marketing strategies to enhance brand awareness and lead generation. Established monthly KPI targets and conducted regular performance evaluations for optimization.
- **Google Ads & Instagram Ads:** Managed and optimized digital advertising campaigns to increase brand visibility. Successfully reduced cost-per-click while improving engagement metrics.
- **Google Business Profile Optimization:** Enhanced business profile performance through compelling visual content strategies. Maintained a perfect 5/5 customer rating.
- **Social Media Management:** Developed creative content strategies for Instagram and TikTok in collaboration with content creators. Focused on producing engaging videos to boost organic interactions.
- **Lead Generation & Data Analysis:** Built a multi-channel digital lead acquisition system. Conducted regular performance data analysis to refine marketing strategies.

Professional Development & Career Preparation (Nov-Dec 2024)

I utilized my career break to enhance my competencies in digital marketing and English language skills, focusing on:

- **AI for Digital Marketing:** Attended the "AI for Digital Marketing: Roadmap & Content Creation" webinar (16 Nov 2024) to learn about AI integration in content strategy and marketing automation.
Applied AI tools to improve campaign efficiency.
- **English Language Improvement:** Completed intensive private tutoring with EF (Nov 2024) and achieved certifications:
 - TOEFL EPOT (Score 446 - Intermediate Proficiency, 12 Dec 2024).
 - TOEIC Prediction (14 Dec 2024) as a benchmark for business communication skills.

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 (Sales):** 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.

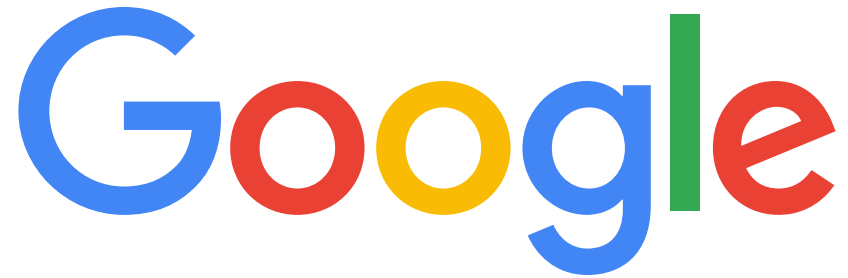
kospinMU Surya Mentari, Pekalongan, Jawa Tengah | 2017 – 2020

- **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.** Created graphic designs that meet the exact specifications provided by the client.





Jun 10, 2025

Ega Noviyanti

has successfully completed

Foundations of Digital Marketing and E-commerce

an online non-credit course authorized by Google and offered through Coursera

A handwritten signature in black ink, reading "Amanda Brophy".

Amanda Brophy
Global Director of Google Career Certificates

COURSE
CERTIFICATE



Verify at:
<https://coursera.org/verify/34DZ1RPQH8B>

Coursera has confirmed the identity of this individual and
their participation in the course.



Asosiasi
Digital Marketing
Indonesia



Asosiasi Pengguna
Artificial Intelligence Indonesia

Sertifikat PENGHARGAAN

di berikan kepada :

EGA NOVIYANTI

Sebagai bentuk apresiasi atas kehadirannya dalam Webinar
"AI for Digital Marketing: Roadmap & Content Creation"

Jakarta, 16 November 2024

Dian Martin Sudiana

Ketua Umum Asosiasi Digital Marketing Indonesia

Firman Vauzi

Ketua Pelaksana Program

EGA NOVIYANTI

Has been awarded **a certificate of completion** for the

Intro to Digital Marketing

a 2-weeks certified online course offered by RevoU



Matteo Sutto
CEO & Co-founder
PT Revolusi Cita Edukasi



EDU - FLEX INNOVATIONS
EMPOWERING YOUR FUTURE

CERTIFICATE OF PARTICIPATION

32/024/LPK/CCT/III/2025

This is to certify that

Ega Noviyanti

Has successfully completed the training program on
CRITICAL AND CREATIVE THINKING conducted
by LPK Edu Flex Innovations,
held on 15 March 2025.



Yopie Kurniawan, S.E., Ak., MM.

Director

**UNIT OF COMPETENCY
CRITICAL AND CREATIVE THINKING**

No	Topik	Times
1	Definition & Importance of Critical & Creative Thinking; Critical & Creative Thinking Framework	90 Minutes
2	Applications in Business & Decision Making; Barriers to Critical & Creative Thinking	75 Minutes
3	Cultivating Critical & Creative Thinking; Assessing Critical & Creative Thinking Skills	75 Minutes
4	Future Trends in Critical & Creative Thinking	75 Minutes
TOTAL		315 Minutes



LEMBAGA KURSUS DAN PELATIHAN
YUREKA EDUCATION CENTER

Izin Pendirian LKP YEC Nomor: 503/93175-PEND/93175-20231122/LKP/2023
Nomor Pokok Sekolah Nasional (NPSN) Nomor K9990451

CERTIFICATE OF ACHIEVEMENT

ID Certificate : #YEC122429160

This is to certify that

Name : Ega Noviyanti
Date of Birth : November 16, 1999
Test Date : December 12, 2024

has taken **English Proficiency Online Test** and achieved the following scores

Reading : 29
Structure : 14
Listening : 27

Total Correct Point : 70

YEC Prediction Score For TOEFL : 446

Proficiency Level : Intermediate

ID Certificate: #YEC122429160



scan me to verify this certificate

This certificate is acceptable until **December 12, 2025**.

TOEFL is a registered trademark of Educational Testing Service (ETS),
This document is not endorsed or approved by ETS

Director,



M. Animna Husna, S.I.A

Certificate Verification

Each certificate has unique QR code. Please scan the QR Code by using QR Code scanner application and click the link appeared after scanning. The link will lead you to a website page that presents the exact information as written on the certificate.

If the information on this certificate is not the same as on the website page; especially the name and the score; this certificate is considered as counterfeit or not valid.

Proficiency Level

Score	Proficiency Level
310 - 400	Beginner
403 - 460	Intermediate
463 - 520	Upper Intermediate
523 - 677	Advanced

Issued by Yureka Education Center
yec.co.id

Cambridge English Placement Test

Family name: Noviyanti
First name: Ega
Date of Birth: 16/11/1999
Organisation: Mercu Buana University
Test date: 30/09/2023
Candidate number: 43121120095

Score	CEFR Level
50	C1 or above

The scores are reported on a standard scale of 0 – 50.
The levels are taken from the Council of Europe's Common European Framework of Reference (CEFR).

Score	Common European Framework of Reference Level
50	C1 or above
40-49	B2
30-39	B1
20-29	A2
10-19	A1
0-9	Below A1

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CAMBRIDGE
English

Cambridge English tests by CEFR level	
CEFR Below A1 to C1 or above	Linguaskill
CEFR Level A2	A2 Key (KET) A2 Key (KET) for Schools A2 Flyers (YLE Flyers)
CEFR Level B1	B1 Preliminary (PET) B1 Preliminary (PET) for Schools B1 Business Preliminary (BEC Preliminary)
CEFR Level B2	B2 First (FCE) B2 First (FCE) for Schools B2 Business Vantage (BEC Vantage)
CEFR Level C1	C1 Advanced (CAE) C1 Business Higher (BEC Higher)
CEFR Level C2	C2 Proficiency (CPE)

SURAT KETERANGAN PENGALAMAN KERJA

Nomor : 01/KCKP-KospinMu-SM//I/2021

Assalamualaikum wr. wb.

Yang bertanda tangan di bawah ini :

Nama : Hasanudin

Jabatan : Manager Cabang kospinMU Surya Mentari kota Pekalongan

Dengan ini menyatakan :

Nama : Ega Noviyanti

NIK : 3326085611990021

Tempat/Tgl Lahir : Pekalongan, 16 November 1999

Jabatan : Staff Digital Marketing

Telah bekerja di kospinMu Surya Mentari cabang kota Pekalongan terhitung sejak tanggal 28 Agustus 2017 sampai dengan 31 Desember 2020 dengan jabatan terakhir sebagai staff digital marketing.

Selama menjadi karyawan kami, saudari Ega Noviyanti telah menunjukkan loyalitas yang tinggi terhadap perusahaan, bertanggung jawab terhadap pekerjaan yang telah diberikan, serta mampu menjaga nama baik perusahaan. Adapun sebab berhentinya kerja, karena inisiatif sendiri akan kuliah di luar kota.

Demikian Surat Keterangan ini dibuat, kami ucapkan banyak terima kasih kepada saudari Ega Noviyanti dan semoga memiliki karir yang sukses di masa depan.

Wassalamualaikum wr. wb.

Pekalongan, 4 Januari 2021



kospinMU
SURYA MENTARI
Manager Cabang
C/ B. KOTA PEKALONGAN

KEMENTERIAN PENDIDIKAN DAN KEBUDAYAAN
REPUBLIK INDONESIA

I J A Z A H

SEKOLAH MENENGAH KEJURUAN
PROGRAM 3 TAHUN

TAHUN PELAJARAN 2016/2017

Program Keahlian : *Teknik Komputer dan Informatika*

Paket Keahlian : *Teknik Komputer dan Jaringan*

Yang bertanda tangan di bawah ini, Kepala Sekolah Menengah Kejuruan.....

Muhammadiyah Kajen

Nomor Pokok Sekolah Nasional : *20323510*

Kabupaten/Kota *Pekalongan*

Provinsi *Jawa Tengah*

menerangkan bahwa:

nama : *EGA NOVIYANTI*

tempat dan tanggal lahir : *Pekalongan, 16 Nopember 1999*

nama orang tua/wali : *Abdul Karim*

Nomor Induk Siswa : *1415103754*

Nomor Induk Siswa Nasional : *9993661054*

nomor peserta Ujian Nasional : *4-17-03-33-204-359-2*

sekolah penyelenggara Ujian Sekolah : *SMK Muhammadiyah Kajen*

sekolah penyelenggara Ujian Nasional : *SMK Muhammadiyah Kajen*

LULUS

dari sekolah menengah kejuruan setelah memenuhi seluruh kriteria sesuai dengan peraturan perundang-undangan.



Pekalongan 02 Mei 2017

Kepala Sekolah,

Rustam Aji, S.Pd.

DN-03 Mk/13 0050175

DAFTAR NILAI
SEKOLAH MENENGAH KEJURUAN
Tahun Pelajaran 2016/2017

Nama : *EGA NOVIYANTI*

Tempat dan Tanggal Lahir : *Pekalongan, 16 Nopember 1999*

Nomor Induk : *1415103754*

Nomor Induk Siswa Nasional : *9993661054*

Paket Keahlian : *Teknik Komputer dan Jaringan*

No.	Mata Pelajaran	Nilai Rata-rata Rapor	Nilai Ujian Sekolah
Kelompok A			
1.	Pendidikan Agama dan Budi Pekerti	<i>88</i>	<i>88</i>
2.	Pendidikan Pancasila dan Kewarganegaraan	<i>87</i>	<i>83</i>
3.	Bahasa Indonesia	<i>86</i>	<i>89</i>
4.	Matematika	<i>85</i>	<i>94</i>
5.	Sejarah Indonesia	<i>87</i>	<i>90</i>
6.	Bahasa Inggris	<i>90</i>	<i>93</i>
Kelompok B			
1.	Seni Budaya	<i>88</i>	<i>99</i>
2.	Pendidikan Jasmani, Olah Raga & Kesehatan	<i>85</i>	<i>89</i>
3.	Prakarya dan Kewirausahaan	<i>85</i>	<i>88</i>
4.	Muatan Lokal		
	a. <i>Bahasa Arab</i>	<i>85</i>	<i>85</i>
	b. <i>Bahasa Jawa</i>	<i>96</i>	<i>96</i>
	c.		
Kelompok C			
1.	Fisika	<i>85</i>	<i>85</i>
2.	Pemrograman Dasar	<i>83</i>	<i>83</i>
3.	Sistem Komputer	<i>82</i>	<i>82</i>
4.	Simulasi Digital	<i>90</i>	<i>88</i>
5.	Dasar Program Keahlian	<i>83</i>	<i>83</i>
6.	Paket Keahlian	<i>82</i>	<i>84</i>
Rata-rata		<i>86</i>	<i>88</i>



Pekalongan 02 Mei 2017

Kepala Sekolah,

Rustam Aji, S.Pd.

NIP



PAIBOON INKJET

This is to certify that

Miss. EGA NOVIYANTI

Has successfully completed Basic Computer Graphic Training Paiboon inkjet Chumphae, Khonkean

Thailand

Held between February - April 2016



Mrs. Saijai Paweejit

General Manager

Paiboon Inkjet Chumphae, Khonkean



Certificate of Completion

This certificate is awarded to

Miss. EGA NOVIYANTI

For participating in Indonesia-Thailand joint Consortium Computer Program organized by Framework Of Cooperation
in

Chumphae Technical College, Khonkaen

Thailand

Held between February - April 2016



Mr. Phud Sangsai

Director Chumphae Technical College



Mr. MUHAMMAD RUSTAM AJL.S.Pd.

Director SMK Muhammadiyah Kajen,
Republic of Indonesia