

Ega Noviyanti

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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.