



# GILANG DJATI PRINANTYO

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## ENTRY-LEVEL FRONTEND DEVELOPER & MARKETING ENTHUSIAST

INFORMATION TECHNOLOGY & DIGITAL MARKETING INDUSTRY

### PROFILE SUMMARY

I am a recent graduate of Universitas Dian Nuswantoro, majoring in Informatics Engineering, with a strong passion for Frontend Development and Digital Marketing. My career goal is to enhance expertise in information technology while advancing digital marketing strategies, bridging the gap between technical web development needs and digital business growth.

#### Core Competencies

- Frontend Development: React.js, Next.js, Tailwind CSS, JavaScript (ES6+), HTML5, CSS3
- Digital Marketing: Meta Ads, Google Analytics 4 (GA4), campaign strategy, content creation, copywriting

### EDUCATION

Bachelor of Informatics Engineering | Universitas Dian Nuswantoro

2021 - 2025

GPA: 3.40 / 4.00

### EXPERIENCE

#### Admin Marketplace Online

Okt 2021 - Sekarang

- Managed online marketplace activities end-to-end, from product design and listing to description writing.
- Executed promotional campaigns across multiple social media platforms to boost brand visibility and product awareness.
- Monitored sales performance and analyzed consumer trends to identify business opportunities.
- Developed marketing strategies based on sales insights and consumer behavior analysis.

#### Frontend Developer (Internship)

Sep 2024 - Okt 2024

Social Service Office of Semarang

- Developed a task management web application using React.js and Tailwind CSS to enhance organizational productivity.
- Designed and implemented a responsive user interface to improve user experience.
- Built key features including user authentication, task creation, editing, deletion, and status tracking.
- Conducted debugging and system testing to ensure performance optimization.
- Collaborated with the team following the Software Development Life Cycle (SDLC) using the Waterfall methodology.

### SKILLS & ABILITIES

#### Technical Skills

- Frontend Development** (React.js, Next.js, Tailwind CSS, HTML5, CSS3, JavaScript ES6+)
- UI/UX Design** (Responsive Design, User Interface Optimization, Wireframing, Prototyping)
- Digital Marketing** (Google Analytics 4 (GA4), Meta Ads, Campaign Strategy, Social Media Marketing)
- Data Analysis & Strategy** (Consumer data analysis, campaign performance tracking, data-driven decision making)
- Tools & Frameworks** (Git/GitHub, Figma, Canva, SEO tools, project management tools)

#### Soft Skills

- Communication & Collaboration** (Effective communication, teamwork, client relations)
- Analytical Thinking** (Problem-solving, data-driven decision-making)
- Adaptability & Time Management** (Flexibility in dynamic environments, deadline management)
- Languages** (Indonesian – Fluent, English – Intermediate)