



A Digital Marketing

# Portfolio

Shilvia Seprianty





## Shilvia Seprianty

Digital Marketing Specialist



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Shilvia Seprianty

## Hello, I'm **Shilvia Seprianty**

and I am deeply enthusiastic about Digital Marketing and experienced in SEO/SEM, social media marketing, performance marketing and more. I've had the chance to work on many different projects in this field and i want to share my journey and the accomplishments I've made in the ever-changing landscape of digital marketing through this portfolio.

### Education

#### Purwadhika Digital Technology School

*Full Stack Digital Marketing*

**August 2024 - Jan 2025**

#### Universitas Bandar Lampung

*Bachelor of Marketing Management*

**Sept 2020 - Mar 2024**

#### SMA Xaverius Bandar Lampung

*Social Science*

**June 2017 - Apr 2020**

### Expertise

Performance Marketing

Copywriting

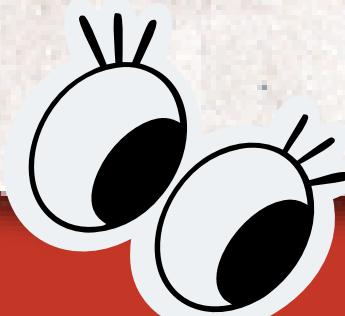
KOL & Influencer Marketing

SEO

SEM

Branding & Content Marketing

Social Media Strategy



# TOOLS

## Social Media



## ADS



## ANALYTICS



## SEO



# Certificates



## Astra Daihatsu Pare

Astra Daihatsu Pare is a top automotive company in Indonesia. In this project, I have to analyze the company's social media issues in car industry, audit digital assets, research audiens gaps and competitor and create a 3-month digital plan containing strategies for making content implementation more organized, presentable and engaging

## Scope Of Work

- Develop content that is relevant to the Daihatsu brand image
- Optimize social media performance by creating engaging content in the form of carousel, single and reels formats on Instagram and TikTok with the aim of increasing engagement and answering audience pain points
- Create advertisements online in Meta Ads to gain more leads and awareness about the promotions & Products offered by Astra Daihatsu Pare



# Social Media Performance

## Instagram

We analyzed the brand by devising customized strategies for the audience profiles of Astra Daihatsu Pare on Instagram. Our tasks included developing suitable content pillars, boosting engagement through localized content and generating valuable content.

As a result of our branding efforts for Astra Daihatsu Pare, the performance we attained from Oct 2024 - Feb 2024 was :

Account Reached

33.5K

Profile Visit

279

Engagement

118

Followers

55

Before



After



# Social Media Performance

## Tiktok

Through establishing a compelling brand presence for Astra Daihatsu Pare on Tiktok, we scrutinized the audience's pain problems and conveyed them through captivating content. Our responsibilities encompassed crafting top-notch copywriting, relatable calls-to-action (CTAs) and creating valuable content, including trend content.

As a result of our branding efforts for Astra Daihatsu Pare, the performance we attained from Oct 2024 - Feb 2024 was :

### Video View

 5.7K

### Profile Visit

 73

### Viewer

 5.1K

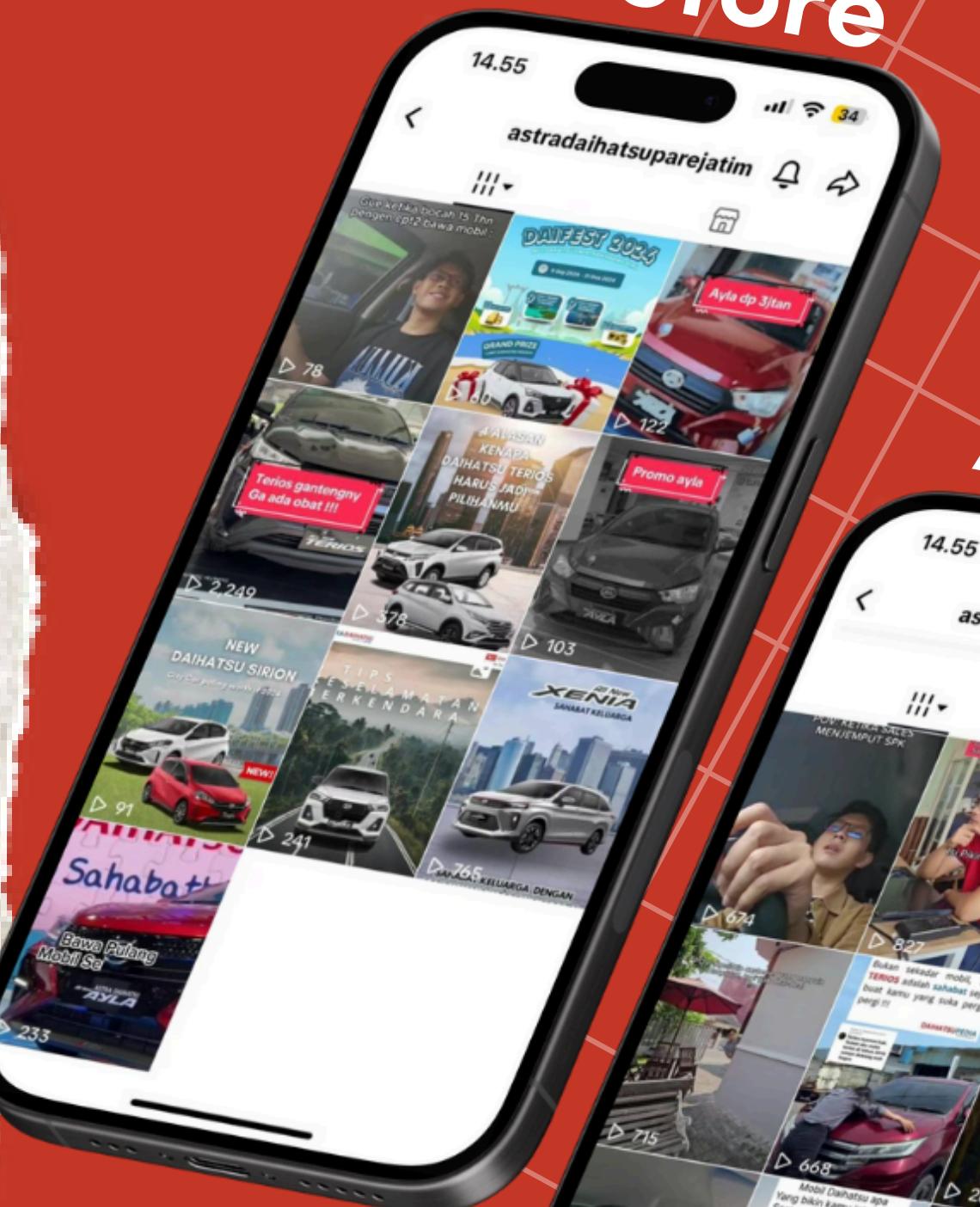
### Followers

 18

### Engagement

 142

Before



After



# Social Media Content



# Meta Ads Performance



Reach : 26.401  
Impression : 43.198  
Leads : 46  
Cost per leads : Rp 6.681  
Spent : Rp 273.218

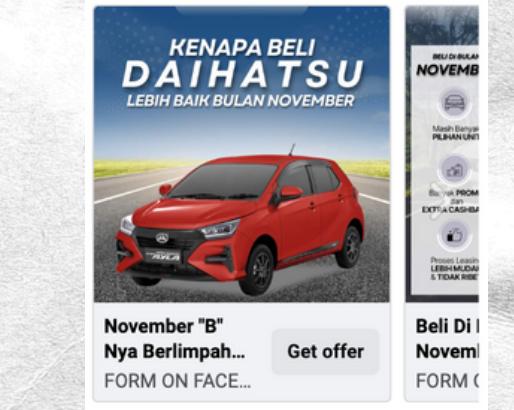


Reach : 3.050  
Impression : 3.570  
Leads : 2  
Cost per leads : Rp 11.746  
Spent : Rp 23.492



Reach : 4.068  
Impression : 4.527  
Leads : 5  
Cost per leads : Rp 8.635  
Spent : Rp 43.177

# Ad Creative Evaluation

	Grand Max	Xenia	Ayla	Sigra	Retargeting
Ad Creative Ad Variation					
Spending	<b>Rp 23.492</b>	<b>Rp 1.674</b>	<b>Rp 273.218</b>	<b>Rp 857</b>	<b>Rp 43.177</b>
Impression	<b>3.570</b>	<b>206</b>	<b>43.198</b>	<b>63</b>	<b>4.527</b>
Reach	<b>3.050</b>	<b>198</b>	<b>26.401</b>	<b>63</b>	<b>4.068</b>
Click	<b>29</b>	<b>2</b>	<b>274</b>	<b>2</b>	<b>36</b>
CTR	<b>0,81%</b>	<b>0,97%</b>	<b>0,76%</b>	<b>0,76%</b>	<b>0,80%</b>
CPR	<b>Rp 23.492</b>	-	<b>Rp 6.681</b>	-	<b>Rp 8.635</b>

# Digital Marketing Project

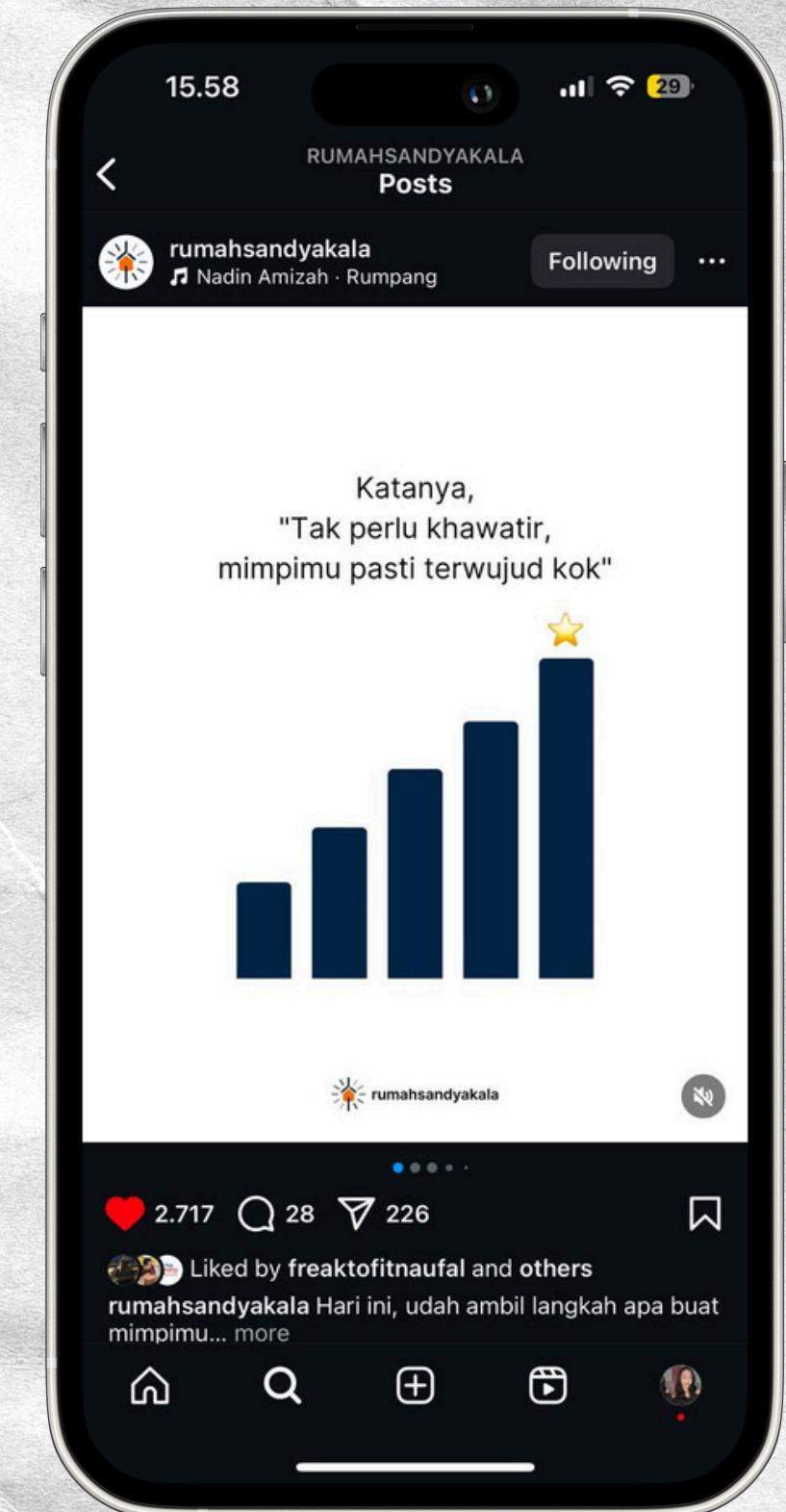


## Rumahsandyakala

Rumah Sandyakala is a platform that aims to provide a platform for telling stories for many people on social media. Apart from that, Rumah Sandyakala provides a solution for the audience to carry out daily activities with "Catatan Bertahan"

## Scope Of Work

- Develop content that is relevant to the Rumahsandyakala brand image.
- Optimized Social Media Performance; focus on organic strategies to drive
- awareness, consideration, and conversion



# Social Media Performance

## Instagram

Rumah Sandyakala focuses on providing content in the form of problems that the audience often faces and always provides encouragement and support to carry out daily activities. Rumah Sandyakala also focuses on providing solutions for every reading audience so that they feel they are not alone in facing problems. The content created is aligned starting from color, font type, and feed size.

### Account Reached

 **123.9k**

### Engagement

 **4%**

### Profile Visit

 **7.4k**

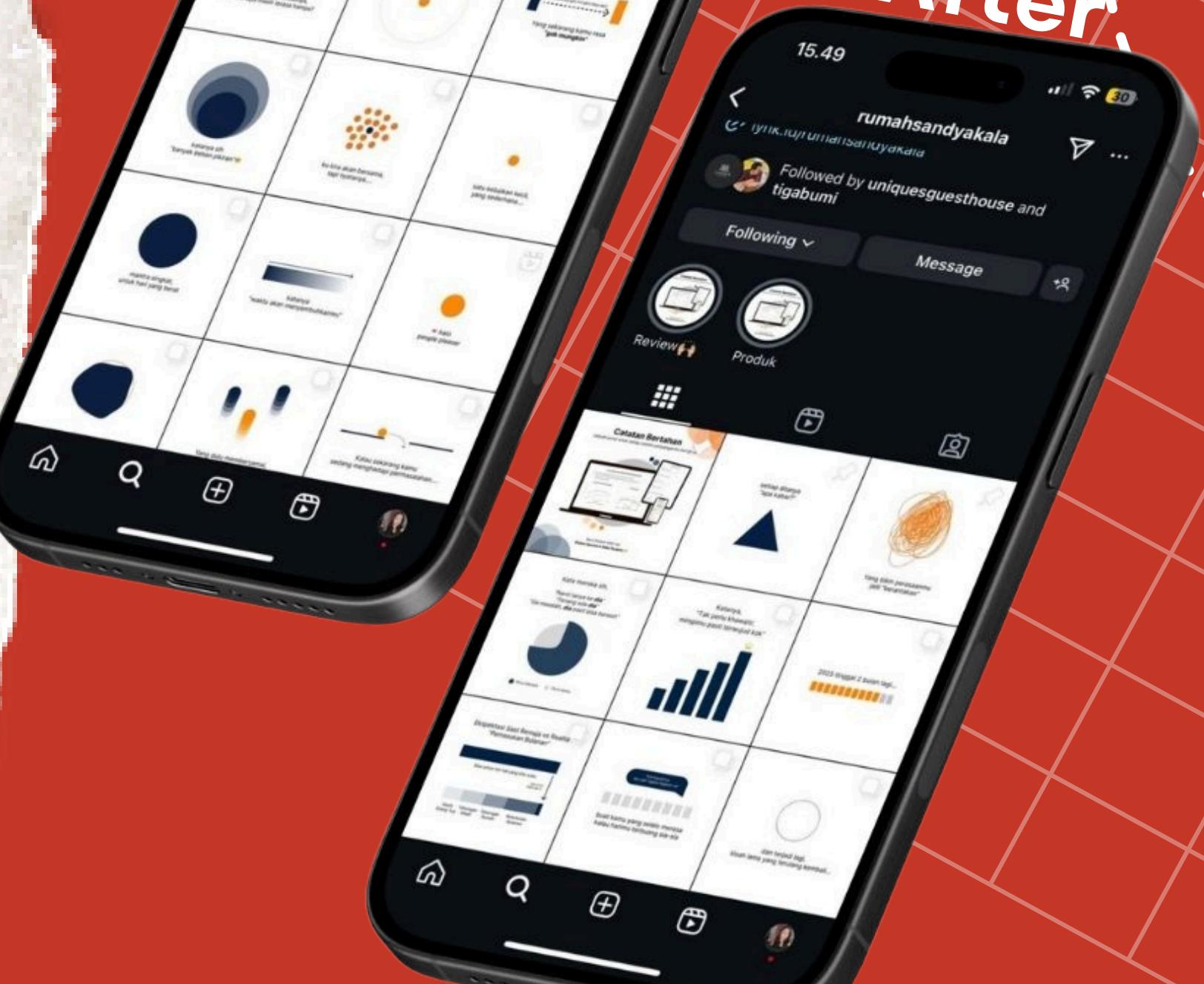
### Followers

 **7.1%**

**Before**



**After**



# Digital Marketing Project

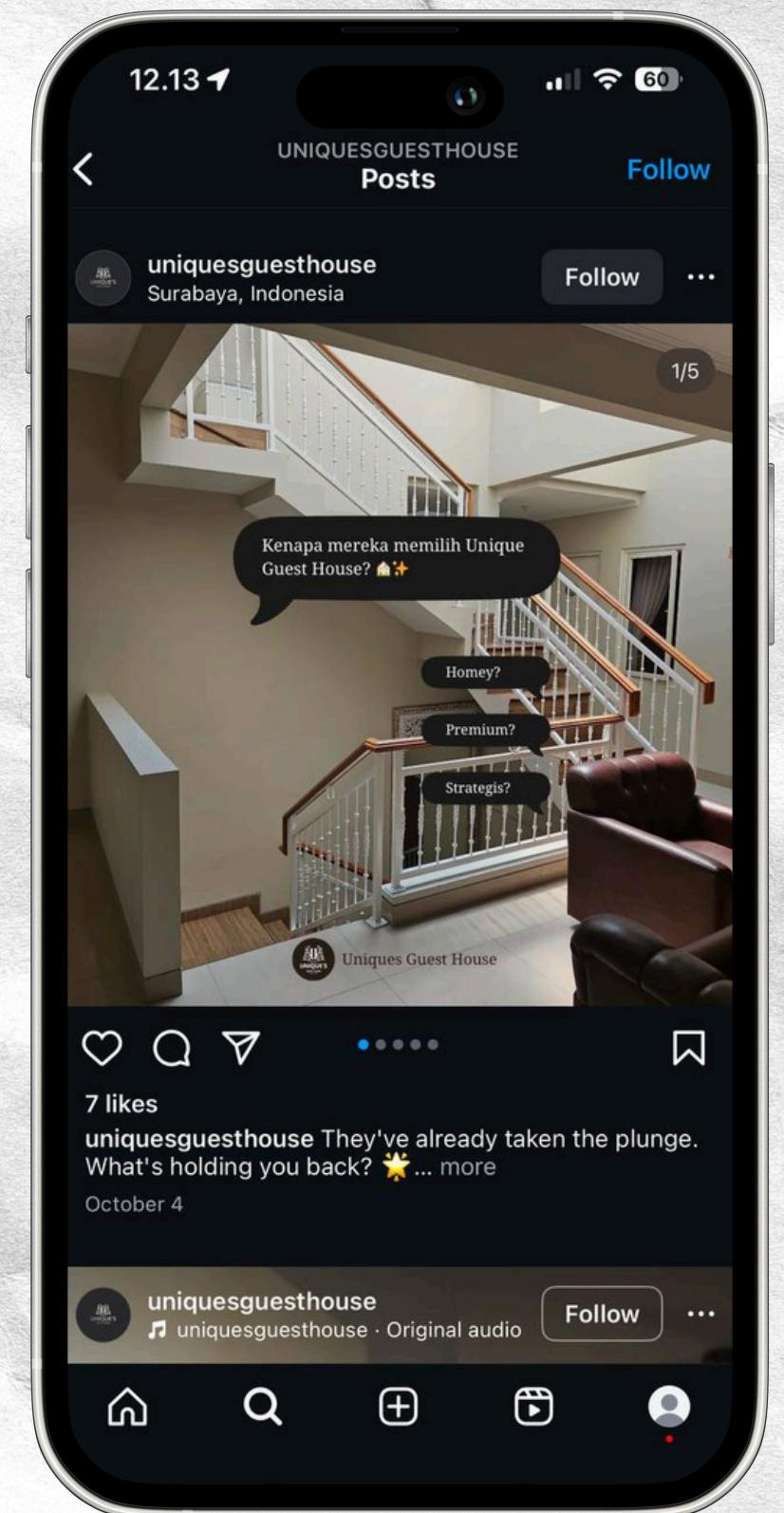


## 📍 Uniqueguesthouse

Uniqguesthause is one of the best accommodations in Surabaya. Uniqueguesthouse is located at Gunung Saari Indah C no. 1, SUrabaya. It only takes 30 minutes from Juanda International Airport to arrive at Unique Guest House.

## Scope Of Work

- Develop content that is relevant to the UniqueGuestHouse brand image.
- Optimized Social Media Performance; focus on organic strategies to drive
- awareness, consideration, and conversion



# Social Media Performance

## Instagram

Uniqueguesthouse lebih fokus membuat konten dengan format carousel dan reels dengan tujuan untuk menarik audiens agar tertarik menginap di Unique Guest House.

### Account Reached

 **28.190**

### Profile Visit

 **801**

### Engagement

 **710**

### Followers

 **195**

**Before**



**After**



# Social Media Performance

## Tiktok

Uniqueguesthouse juga aktif di platform Tiktok dengan konten yang menyerupai instagram. As a result of our branding efforts for UniqueGuestHouse, the performance we attained from Oct 2025 - Feb 2025 was :

### Account Reach

 **5.7K**

### Profile Visit

 **145**

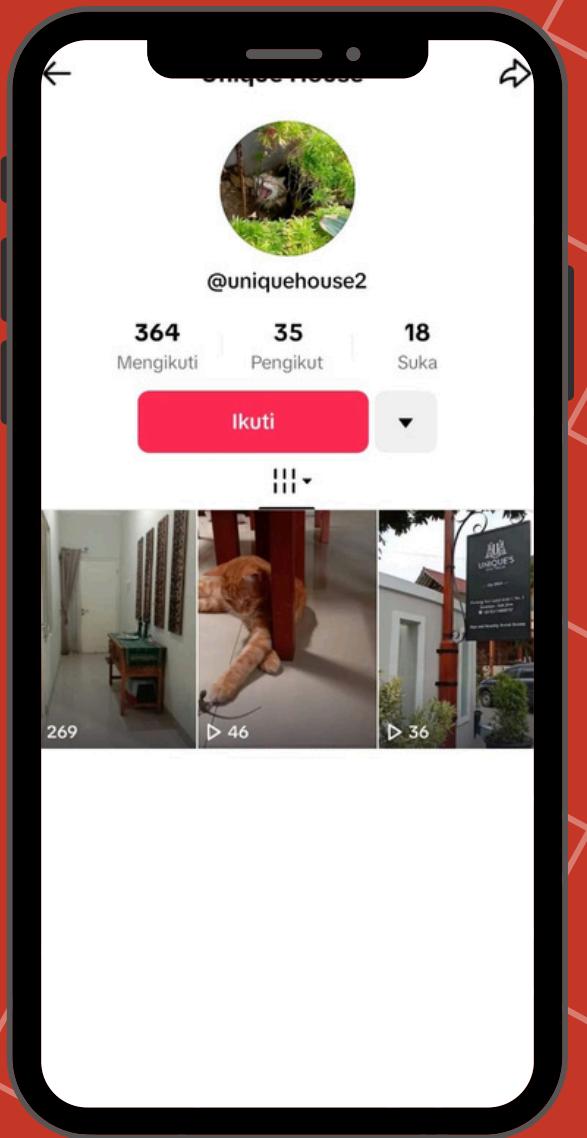
### Engagement

 **155**

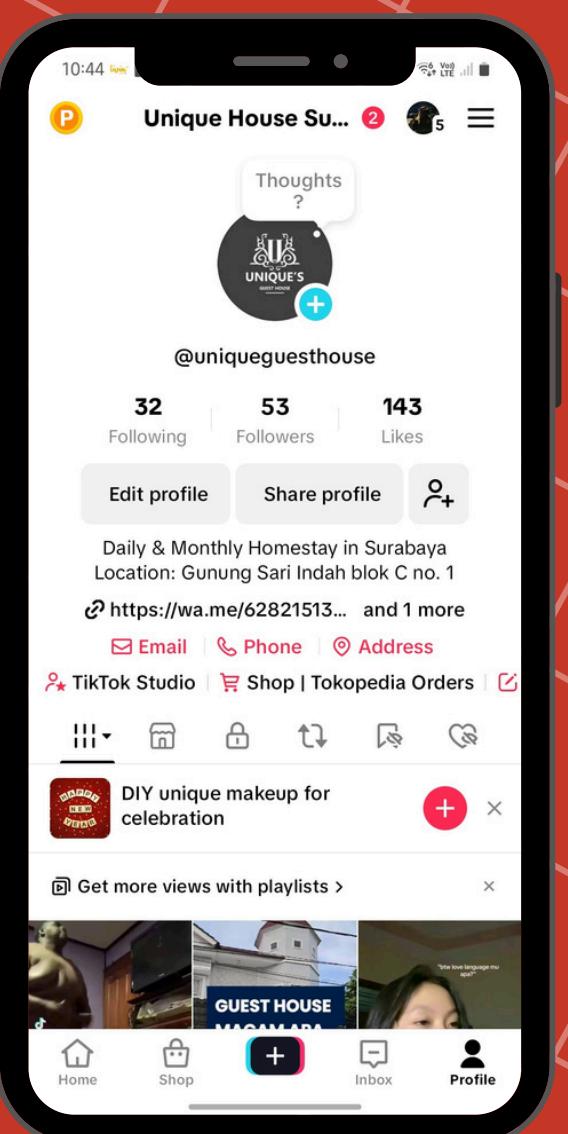
### Followers

 **53**

**Before**



**After**



Presentation by

Shilvia Seprianty



# Thank You So Much!



Portfolio Digital Marketing

