

Digital Marketing

Portfolio

Iskandar Satria Budiman





Hi, I Am Iskandar

I have experience as an Instagram maintenance and as a digital marketing internship. Very enthusiastic about creating campaigns and finding problems before or while the campaign is running. I look forward to professional learning opportunities as a performance marketers.



Educational Background



Universitas Andalas 2017 - 2021

Bachelor Degree of History Science. Graduated with 3.57 GPA out of 4.00



Dibimbing.id January - July 2022

Full Stack Digital Marketing Program such as: Market Research, CJM, Content Planning and Implementation, FB/IG Ads, Google Ads, Reporting Ads, SEO, and CRM

Working Experience

Komik Ayat
Studio

Instagram Maintenance
2022
January - March

Tujuhub

Digital Marketing Internship
2022
June - Present

- Managed monthly reports related to Komikayat studio's instagram insights
- Provided recommendation based on the reported data that could be the company's decision what to do next
- Increased reachable account on Komikayat Studio's instagram account January to March = 10%
- Increased accounts interacting on Komikayat studio's instagram account from January to March = 15%

- Handled and monitored 5+ client's Ad facebook accounts with average ROAS >1
- Created 6+ ad script for each and 3+ landing page's draft
- Acted as a facebook ads consultant for clients
- Created and optimized Google Ads and Tiktok Ads

Skills & Proficiency



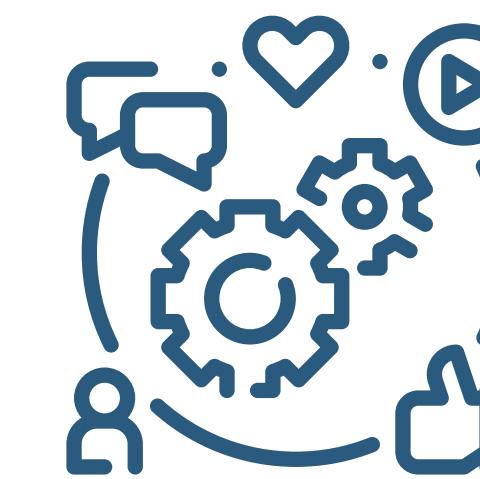
Paid Marketing



Analytics and Reporting



Customer Relationship Management



Social Media Management



SEO and Content Marketing

Tools



Paid Ads



Facebook Ads, Google Ads, Tiktok Ads

Analysis & Reporting



Google Analytic & Google Data Studio

Social Media Marketing



Mailchimp & WebPushr

CRM

Others



Digital Marketing and Business English Certification

CERTIFICATE

OF COMPLETION

Student ID : 1014
Certificate No : 201029DM10071754

THE CERTIFICATE IS PROUDLY PRESENTED TO :

Iskandar Satria Budiman

For Successfully Completing Digital Marketing Bootcamp


ZAKY MUHAMMAD SYAH
CEO Dibimbing.id




VEGI FATURRAMAN
DIGITAL MARKETING BOOTCAMP
PRODUCT MANAGER

 schoters  dibimbing

CERTIFICATE OF COMPLETION

This certificate is proudly presented to

Iskandar Satria Budiman

For completing Business English Program that held by Schoters on the **April - May 2022**
and has proved to be competent in English language at the level:

CEFR Level

B2 Upper Intermediate

Date Of Issue : May 15th, 2022

Sincerely,


Dr. Radyum Ikono, Ph.D

CEO Schoters

Digital Marketing

Projects

Dibimbing.id Assignment

Facebook Ads

Google Ads

CRM



DiLunch

Dummy Product

During the Covid-19 pandemic, many people began to eat healthy foods. However, not all people are able to make healthy food themselves, because they are busy or do not have the ability to cook so buying healthy food is an alternative for them. However, the limited choice of healthy food causes not all people want to eat healthy food



1. Facebook Ads

Objective

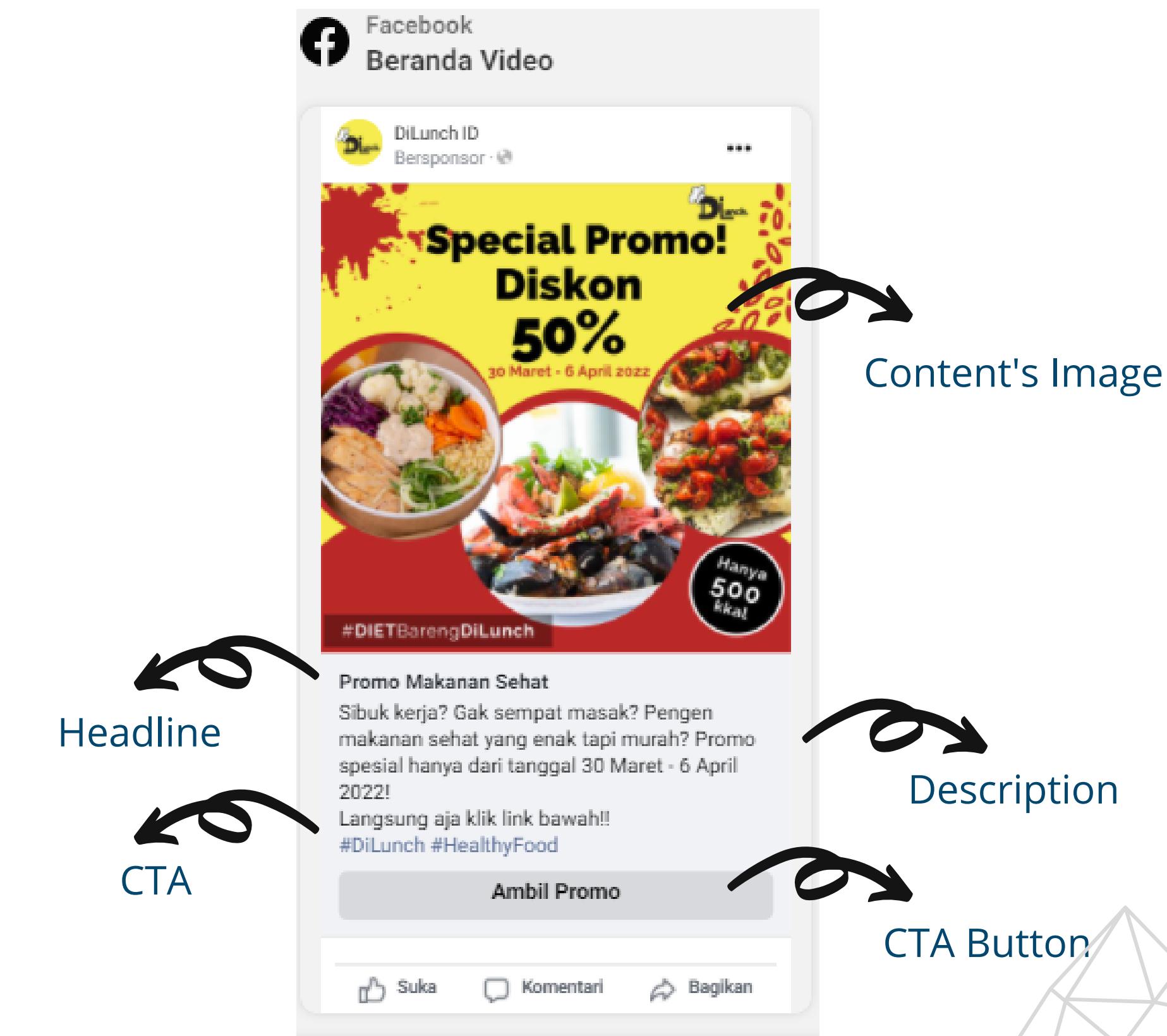
Increase website traffic (Maximize on Clicks)

Action

- Created design and copywriting
- Optimize Campaign
- Created website as the landing page of the campaign

Result

- Received 186 Link Clicks (0,81% CTR)
- Achieved low CPC with Rp767 per click
- Achieved Rp6.136 CPM (1000 Impressions)



2. Google Ads (GDN)

Objective

Increase website traffic (Maximize on Clicks)

Action

- Created design and copywriting
- Did research about website and youtube's channels that match with the product (healthy food) as placement

Result

- Received 370 Clicks (1,82% CTR)
- Achieved low CPC with Rp265 per click
- Overall Placement (Youtube's Channel) got > 1% of CTR



3. CRM (E-mail Marketing)

Objective

Attract customers who have purchased products by offering them special discounts to increase sales and customer loyalty

Action

- Created design and copywriting
- Determined best time to send the e-mail marketing
- Calculated the final result

Result

- Achieved 60% Open Rate
- Received 25% CTR
- Achieved 41,6% CTOR

Selamat! Kamu dapat Kupon Diskon Spesial 50%!

Hai <<First Name>>, Kamu pernah melakukan pembelian di DiLunch 1 bulan yang lalu.

Hari ini, kami lagi ada promo spesial yaitu 50% Diskon untuk seluruh pembelian.

Gunakan kode promo "SEHATYUK"

Berlaku hingga 3 Mei 2022

[Cek Sekarang](#)



Digital Marketing

Final
Projects

Google Ads Specialist



Qwerty Visual



Qwerty Visual

Qwerty Visual

Final Project

Qwerty Visual is a digital creative agency located in Depok that provides creative and digital services such as videography, photography, animation, design, websites. In my final project I handle google ads for The Qwerty Visual



What we can provide

Website

- Website Company Profile
- Website Event

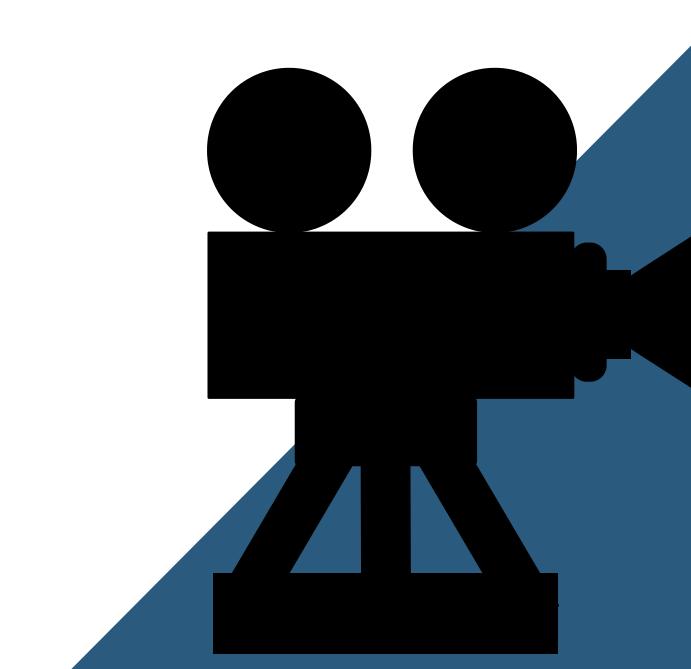


Photography

- Product
- Graduation
- Wedding

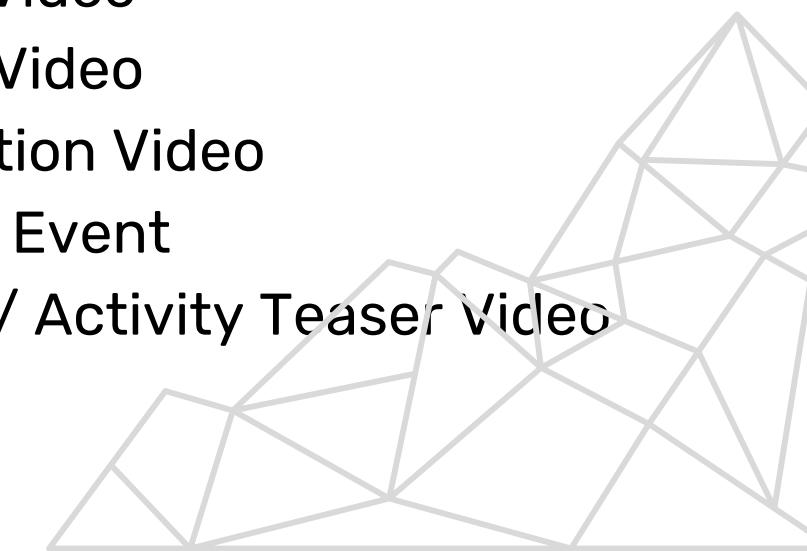
Design

- Social Media Design
- Website Design
- Logo Design



Videography & Animation

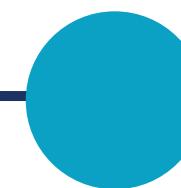
- Company Profile
- Promotion & Commercial
- Short Video
- Music Video
- Animation Video
- Virtual Event
- Event / Activity Teaser Video



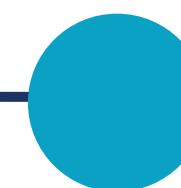
Digital Marketing Strategy



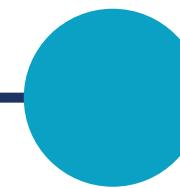
Acquisition



Activation



Retention



Revenue

Objective:
Awareness

Channel:

- Social Media (IG)
- FB/IG Ads
- Google Ads

Objective:
Consideration

Channel:

- Social Media (IG)
- FB/IG Ads
- Google Ads

Objective:
Consideration & Conversion

Channel:

- Social Media (IG)
- Google Ads
- CRM (Email Marketing)

Objective:
Conversion

Channel:

- Social Media (IG)
- Google Ads
- CRM (Email Marketing)

Campaign Setting

Google Ads (SEM)

1	Campaign Name	Traffic_Core_Jabodetabek
2	Objective	Traffic
3	Budget	Rp400.000
4	Bidding	Maximize Clicks
5	Networks	Search Network
6	Location	Jakarta, Bogor, Depok, Tangerang, Bekasi
7	Schedule	15 June - 24 June 2022 07.00-23.00 WIB



Campaign Summary

Google Ads (SEM)

More Details at: [Google Data Studio](#)

	Cost	Impr.	Clicks	CTR	CPC	Conv.	Cost/Conversion
Actual Performance	Rp396.392	643	117	18,20%	Rp3.387	6	Rp12.786
Target	Rp400.000	2.000	100	2%	Rp1.800	-	-
Achievement	99%	32%	117%	900%	188%	-	-

Creative Performance

■ Iklan yang paling sering ditampilkan

● Wedding_Jabodetabek

Jasa Foto Wedding | Jasa Foto Pernikahan
| Jasa Foto Murah
[Iklan] www.qwertyvisual.com

Digital Creative Agency yang menyediakan jasa fotografi pernikahan kamu secara kekinian.
Menyediakan Paket Foto Wisuda lengkap, murah.

Iklan	Tayangan	Klik ▾	CTR ▾
● Aktif	475	88	18,53%

Semua iklan Semua ekstensi

< 1 / 3 >

■ Iklan yang paling sering ditampilkan

● Graduation_Jabodetabek

Jasa Foto Wisuda | Jasa Fotografi
Graduation | Jasa Foto Graduation
[Iklan] www.qwertyvisual.com

Digital Creative Agency yang menyediakan layanan
untuk Foto Wisuda kamu secara kekinian.
Menyediakan Paket Foto Wisuda lengkap dengan

Iklan	Tayangan	Klik ▾	CTR ▾
● Aktif	168	29	17,26%

Semua iklan Semua ekstensi

< 2 / 3 >

Conclusion

1. We could take this campaign to next step with maximize conversion's objective target audience because with the traffic objective it can lead to several conversion actions.
2. To continue to maximize conversion, it is recommended for SME to accommodate a special landing page for the upcoming campaign so that they can examine what customer activities are when exploring the landing page based on brand interests.
3. The importance of negative keywords, because when this campaign is running negative keywords play a very important role in filtering out keywords that are not relevant to the predetermined target, reducing the risk of unnecessary spending.
4. Installing the Google Tag on the landing page correctly because an error was found when the campaign was running and did not provide actual data, causing confusion during reporting and it was difficult to make hypotheses and analyzes related to the running campaign.

Get in touch with me!



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Thank!
you.