

# ADHARA EKA SAKTI

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Gading Serpong, Indonesia

A passionate and results-driven **Social Media Marketing Manager** and **Content Creator**, specializing in **short-form video editing**, **graphic design**, and **content strategy**. With a passion for creating engaging content and driving conversions, I have successfully collaborated with SMEs and large companies to build impactful campaigns across various platforms, including TikTok and Instagram. Proven track record in increasing brand awareness, driving engagement, and optimizing content strategies to achieve measurable results.

## Education Level

**SMK Negeri 11 Semarang - Semarang, Central Java**

2019 - 2023

Multimedia

I attended SMK Negeri 11 Semarang from 2019 and graduated in 2023 majoring in Multimedia.

**Universitas Multimedia Nusantara - Gading Serpong, Tangerang**

2024 - Present

Management

Currently pursuing a degree in Management at Universitas Multimedia Nusantara starting in 2024.

## Work Experiences

**Ortist Spesialist - Semarang, Indonesia**

May 2023 - Sep 2023

Social Media Marketing Manager

Ortist Spesialist is a orthodontic practice providing personalized, cutting-edge treatments for all ages.

- Managed Instagram and TikTok content, focusing on dental health education and brand awareness.
- Created 120+ content pieces, resulting in Instagram reach increased by 386,677 (9,220% growth) and TikTok views increased by 6,597,000 million views (13,725% growth).
- Gained 5,050 followers on Instagram and 21,000 on TikTok.
- Engaged with the community through DMs and comments, building a positive brand image.
- Developed content strategies that included educational posts, fun videos, and transformation content, which resulted in 144,273 interactions on Instagram and 1,020,551 on TikTok.

**Rumah Bahasa Asing - Semarang, Indonesia**

Sep 2023 - Jan 2024

Social Media Marketing Manager

An online Korean language learning platform adopting Seoul National University's curriculum.

- Developed and executed social media strategies to engage working professionals (ages 25-35), focusing on increasing brand awareness and driving enrollments.
- Created 90+ content pieces, resulting in Instagram reach increased by 32,127 (1,199% growth) and TikTok views increased by 373,000 views (1,863% growth).
- Gained 230 followers on Instagram and 14,500 on TikTok.
- Developed content strategies that included educational and fun posts which resulted in 4,562 interactions on Instagram and 34,742 on TikTok.

**Binjasiimen Samapta – Gading Serpong, Indonesia**

Mar 2024 - Jun 2025

Content Creator

A test preparation institute for military, police, and government academy entrance exams in Indonesia.

- Managed content production, market analysis, content strategy, and scheduling for social media platforms.
- Created engaging content to increase brand awareness and showcase activities, success stories, and testimonials from alumni.
- Monitor performance metrics (engagement, CTR) and optimize strategies for better results.

## Organizational Experience

**Aerospace – Alam Sutera, Indonesia**

Jul 2025 - Aug 2025

Content Creator

A premium underwear brand from Indonesia.

- Conducted in-depth market research to develop a strong brand identity for Aerospace.
- Designed and managed content focused on product benefits, features, and luxury positioning.
- My goal was to increase brand awareness, attract leads, and boost sales through social media.

**GENZUMMIT™ – South Jakarta, Indonesia**

May 2025

Content Creator

The biggest Gen-Z conference in Indonesia, built to empower young minds for #TheFutureZ and Indonesia Emas 2045.

- As a Volunteer Content Creator for the GENZUMMIT event, I was responsible for interviewing participants and quickly editing the videos.
- My job was to make sure the content was ready to post on social media in the middle of a fast-paced event.
- My role required me to balance both creative and technical aspects by delivering high-quality content quickly while staying true to the event's vibe.

PPM HIMMA – Gading Serpong, Indonesia

Apr 2025 - Sep 2025

PubVisDok

The PPM 2025 is an event organized by the 15th generation of the Management Student Association (HIMMA) to welcome and prepare new students of the 2024 Management program for their studies.

- As a member of the visual and documentation team for the Perkenalan Prodi Manajemen 2025 event, I created designs to share important information and manage social media feeds.
- I also recorded key moments of the event, ensuring we had good documentation for later use.
- My role involved working closely with the team to make sure the designs and recordings matched the event's vibe and purpose.

Skills

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| • Social Media Strategy & Planning.                             | • Graphic Design (Adobe Photoshop, Canva). |
| • Content Creation & Production.                                | • Cross-Platform Social Media Management.  |
| • Market Analysis & Trendspotting.                              | • Content Scheduling & Optimization.       |
| • Video Editing & Motion Graphics (Adobe Premiere Pro, CapCut). | • Project & Time Management.               |

Certification

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- Videolabs: Videography & Video Editing Course
- KelasBos: Digital Marketing Bootcamp
- SYCA Academy: Content Marketing Course