Abdurrochman Addakhil

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ABOUT ME

I am a passionate Digital Marketer, I believe that the evolution of the digital world has opened up limitless opportunities to connect brands with audiences more creatively and effectively. I have good skills in collaborating with cross-departmental teams, understand the business goals underlying every action, and communicate clearly about campaign progress and results. I am committed to adding value through every action I take and ensuring that every marketing step supports the vision of the whole company.

EXPERIENCES

A graphic designer in a print shop (2017) *School internship*

* Create a certificate
* Edit the banner llike a place to eat
* Hemming a school children's package book cover

(August 2017 - December 2017)

UNIVERSITY PROJECTS

Digial Communication (April 2023 - May 2023)

Created a user-friendly wireframe for a Cruise Travel Agency, conducting a usability test to improve user understanding and experience, while also re ning and enhancing existing blog posts and social media content through copywriting and visual enhancements to increase effectiveness and engagement.

Social Media Marketing (Feb 2023 - Marchl 2023)

I learned important skills and concepts for success. This includes being able to plan a social media strategy by defining the right goals and target audience, and managing content that is interesting and relevant to them such as understanding how to use paid advertising on platforms like Facebook Ads, and how to monitor and analyze campaign data to continuously improve results..

Marketing Analytics and SEO (March 2023 - March 2023)

Performs comprehensive SEO analysis for Apple, including on-page audits, keyword research, off-page analysis, link building planning, and identifying link opportunities, leveraging tools such as SEO optimizer, Google Keyword Planner, Ahrefs, and more, to implement SEO data-driven strategies that increase website visibility, drive organic traffic, and improve search engine rankings.

EDUCATIONS

* Digital Business Bachelor Degree Lithan Academy Singapore Education

(Nov 2022 - Now)

* SMK DATA PURWOSARI *Multimedia Major*

(2016 - 2019)

CERTIFICATIONS

20 Rules for Visual Communication May 2023

Linkedin

Lead Generation Foundations March 2023

Linkedin

Marketing Communications March 2022

Linkedin

Integrated Marketing Communications Strategies March 2022

Linkedin

Hard skills : Graphic design, content planning and analysis, email marketing, data analysis, time management.

Technical Skills : Microsoft Office, Meta Ads Manager, Google Analytics, Google Keyword

Planner, Ahrefs, Hubspot, SimilarWeb, Analisa.io, Ahrefs, Canva, CapCut, Adobe Photoshop, Adobe Illustrator, Coreldraw.

Soft Skills : Communication, collaboration, creativity, problem-solving, adaptability, analytical thinking, customer focus, leadership.