

# TRI PUJO KUSWOYO

## IT Support

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### ABOUT ME

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A versatile professional with extensive experience in Programmatic Ad Operations and IT Support. Proven expertise in managing and optimizing digital campaigns across programmatic, social, and search platforms, delivering performance-driven results through detailed monitoring, troubleshooting, and data analysis. Skilled in generating actionable insights, producing performance reports, and collaborating with cross-functional teams to ensure seamless campaign execution. Strong technical background in IT support, adept at troubleshooting, configuring, and maintaining hardware, software, and network systems, while managing user accounts and ensuring system efficiency.

### EXPERIENCE

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#### PROGRAMMATIC DIGITAL

Jakarta, Indonesia

##### Programmatic Ad Ops

AUG 2024 – Present

- Handling campaigns (programmatic and social & search).
- Monitoring and optimizing the ads to meet good performance
- Making interim and final reports for the campaign to analyze and measure campaign success.
- Pulling reports for weekly reports to analyze and measure campaign success and give some recommendations for the campaign.
- Troubleshooting and solving any issues from the campaigns.
- Working closely with other teams to help the campaigns run smoothly.

#### DETIKCOM

Jakarta, Indonesia

##### Ad Operations

MAR 2021 – Aug 2024

- Handling campaigns (direct and programmatic).
- Monitoring and optimizing the ads to meet good performance
- Providing screenshots for the running campaign.
- Making interim and final reports for the campaign to analyze and measure campaign success.
- Pulling reports for traffic performance estimates (forecasting) and giving clients some advice for the upcoming campaign.
- Pulling the data from past campaigns to use as a benchmark performance.
- Troubleshooting and solving any issues from the campaigns.
- Working closely with other teams to help the campaigns run smoothly.

#### SMK DIPONEGORO 1

Jakarta, Indonesia

##### IT Support

AUG 2020 – Nov 2020

- Troubleshooting and fixing IT problems.
- Installing, configuring, and maintaining hardware, software, network, and some computer-related devices.
- Managing user accounts and access permissions.
- Monitoring and maintaining IT inventory.
- Collaborating and communicating with other teams.

#### LEMBAGA BAHASA INTERNASIONAL UNIVERSITAS INDONESIA

Jakarta, Indonesia

##### IT Support

FEB 2020 – Apr 2020

- Troubleshooting and fixing IT problems.
- Installing, configuring, and maintaining hardware, software, network, and some computer-related devices.
- Managing user accounts and access permissions.
- Monitoring and maintaining IT inventory.
- Collaborating and communicating with other teams.

#### MOCKIN.ID

Jakarta, Indonesia

##### IT Support

OCT 2019 – Jan 2020

- Troubleshooting and fixing IT problems.
- Installing, configuring, and maintaining hardware, software, network, and some computer-related devices.
- Managing user accounts and access permissions.
- Monitoring and maintaining IT inventory.
- Collaborating and communicating with other teams.

## EDUCATION

### STATE UNIVERSITY OF JAKARTA

Jakarta, Indonesia

- Bachelor of Education, Major in Education of Computer and Information Engineering (GPA: 3,74). SEPT 2017 – Apr 2021

## ORGANIZATION EXPERIENCE

### STATE UNIVERSITY OF JAKARTA

Jakarta, Indonesia

2017 - 2018

- Mentor at "Responsi PTIK" for Database Course.
- Be a committee at "IT Expo 2018" event.
- Member at "Responsi PTIK" for Basic Programming Course.

### ENGINEERING FACULTY STATE UNIVERSITY OF JAKARTA

Jakarta, Indonesia

2017 - 2017

- Member at "Robotika UNJ".

## ACHIEVEMENT AND AWARD

### THE TRADE DESK

INTERNATIONAL

2024

- The Trade Desk Edge Academy: Trading Essentials: Kokai
- The Trade Desk Edge Academy Certified: Trading Essentials.
- The Trade Desk Edge Academy: The Future of Programmatic Trading.

### STACKADAPT

INTERNATIONAL

2023

- Completed Advanced Programmatic Course.
- Completed Basic Programmatic Course.

### BASIS TECHNOLOGIES

INTERNATIONAL

2023

- Completed Programmatic Essentials.

### THE TRADE DESK

INTERNATIONAL

2023

- Completed Marketing Foundations.
- Completed Data-Driven Planning.

### REVOU

Indonesia

2022

- Completed Intro to Digital Marketing.

### STATE UNIVERSITY OF JAKARTA

Jakarta, Indonesia

2021

- Engineering Faculty Best Student Graduates.

### GOOGLE DIGITAL GARAGE

INTERNATIONAL

2019

- Completed The Fundamental of Digital Marketing Certification.

### NVIDIA AND LAZADA

Indonesia

2019

- Won 4<sup>th</sup> place at the "ANSELFIE Photo Contest" event.

### NVIDIA GEFORCE INDONESIA

Indonesia

2019

- Winner at "Lazada Back to School" event.

### BINA SARANA INFORMATIKA

Jakarta, Indonesia

2016

- Best Campus Participant at Live Coding Borland C++ Competition.

## SKILL AND INTEREST

- Skills : GAM (Google Ad Manager), Google Analytics, Microsoft Office, Data Studio, Looker Studio, Revive, DV360 (Display & Video 360), TTD (The Trade Desk), Google Ads, Meta Ads, Tiktok Ads, HTML, CSS, Javasript, SQL, Networking, Photoshop, Capcut, and OBS.
- Interest : Ad operations, Ads Specialist, Campaign Operation, Campaign Manager, Programmatic, Trader, Performance Management, Performance Optimization, Performance Analysis, Digital Marketing, Business Analysis, Traffic Ads, Content Creation, Image Editing, Video Editing, Copywriting, Livestream.