

Digital Marketing Portfolio

Anthonius Teddy



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Nice to meet you!

My name is Anthonius Teddy, or **Teddy** for shorts.

I am a graduate of Business Management in Telecommunication and Informatics. When I was in college, I was active in several activities on campus. I was the Head of the Logistic Division of LKKD BEM FEB in 2015, and I was also the Chairman of UKM KMK in 2016. I also have experience as a **Marketing Team** at Homeland Rumah Indonesia. I believe that my experience in the Marketing Team can make me better prepared to become a Digital Marketer; At least I have basic knowledge about **marketing funnel** and **Social Media**. And I got a deeper understanding of digital marketing after I joined the Full-stack digital marketing course; Such as **Measuring Performance and Budget Allocation**, **how to create Landing Pages**, **Marketing Analytics**, **Social Media & Google Ads**, **SEO**, **Social Media Organic**, **Content Marketing**, and **CRM**.



EDUCATION & CERTIFICATIONS



Telkom University

Bachelor of Business Management Telecommunication and Informatics

2013-2020

When I was in college, I was active in several activities on campus. I was the *Head of the Logistics Division at the LKKD BEM FEB* in 2015. And I was also the *Chairman of UKM KMK* in 2016.



RevoU

Full-stack Digital Marketing

January 2022 -April 2022

13 weeks of the course to attain proficiency in Digital Marketing; Including Measuring Performance and Budget Allocation, how to create Landing Pages, Marketing Analytics, Social Media & Google Ads, SEO, Social Media Organic, Content Marketing, and CRM.

MY JOURNEY

● **Team Lead (Full-stack Digital Marketing Teaching Assistant) at RevoU**

April 2022 - August 2022

Team lead is as a teaching assistant, namely to lead and help Team 5 students to understand learning materials and be actively involved in group projects according to the direction of the Faculty in the Full-stack Digital Marketing Batch 9 program.

The achievement I got as a Team Lead was that I received an award from RevoU in the form of a Certificate of Appreciation for Team Lead for having given an excellent performance during the FSDM program.

● **Full-stack Digital Marketing Course at RevoU**

Januari 2022 - April 2022

13 weeks of the course to attain proficiency in Digital Marketing; Including measuring performance and budget allocation, how to create landing pages, marketing analytics, social media & google ads, SEO, organic social media, and content marketing, to CRM

● **Freelance Marketing at Homeland Rumah Indonesia Bandung**

April 2022 - August 2022

My job is posting an Ads and selling units of properties via Facebook marketplace listing.
My achievement was successful to sell the unit less than a week since I was joining.

● **Telkom University**

● **Bachelor of Business Management In Telecommunication and Informatics**

2013 - 2020

SKILLS & ABILITIES





PORTFOLIO

Google Ads

Participating in

FSDM RevoU course

Group Project

to create ads for **Kindle Toy**
on **Google Ads**

(fictive toy rental business)

5

days Campaign

3

leads

158,031

impressions

Performance Marketing

Best Performing Ads

Mainan Bayi & Anak



Insight :

- Memperoleh 43 clicks, 1 conversions.
- Memiliki **cost/conv yang lebih rendah** dari ads group lain yaitu Rp. 33,000
- **CTR relatif lebih tinggi** dibanding ad group lain yaitu sebesar 0.58%
- Dengan **menyeleksi keyword** yang bersifat transaksional, CTR yang didapat menjadi lebih besar

Recommendation :

- Selalu **pertimbangkan Ad placement** yang digunakan, ketika proporsi penayangan iklan tidak seimbang sebaiknya memilih ad placement yang menghasilkan CTR dan conversion lebih besar

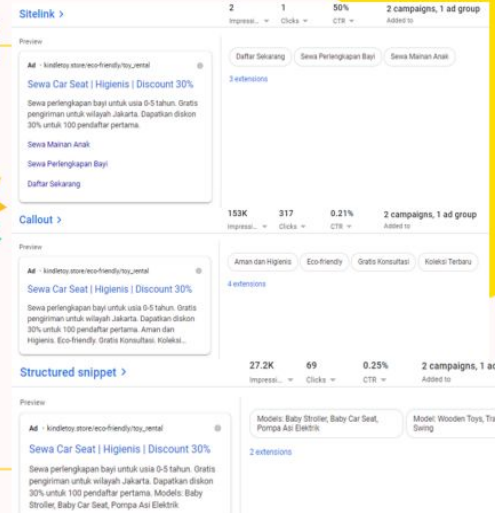


Extensions Performance



Dari 3 Extension yang digunakan :

- Clicks paling banyak (317) dihasilkan oleh Callout Extension
- CTR tertinggi (50%) dihasilkan oleh Sitelink Extension.



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Meta Ads

Participating in

FSDM RevoU course

Group Project

to create ads for **Kindle Toy**

on **Meta Ads**

(Facebook & Instagram)

(fictive toy rental business)

5

days Campaign

8

leads

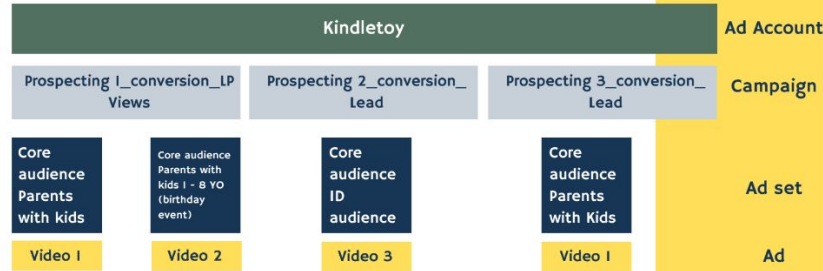
8,823

impressions

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Performance Marketing

Campaign Structure



Campaign #1: Conversion - LP Views - Birthday Audience

Campaign Objective: Conversion

Optimization for ad delivery: Landing Page View

Primary Text : Sewa mainan sekarang dan bantu bumi kurangi limbah plastik!

Headline : Eco-Friendly Toy Rental – Kindle Toy

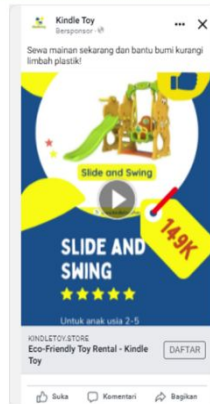
CTA : Daftar / Sign up

Link Video :

https://drive.google.com/file/d/1v8MdPJekwlg7yD3HxxluW69n_tr5Jow/view?usp=sharing

Reasons :

We introduce our services using video that cover the problems, the solutions we offer, the types of our products, and how to sign up. From this information, we expect to attract audience to register.



Organic Marketing

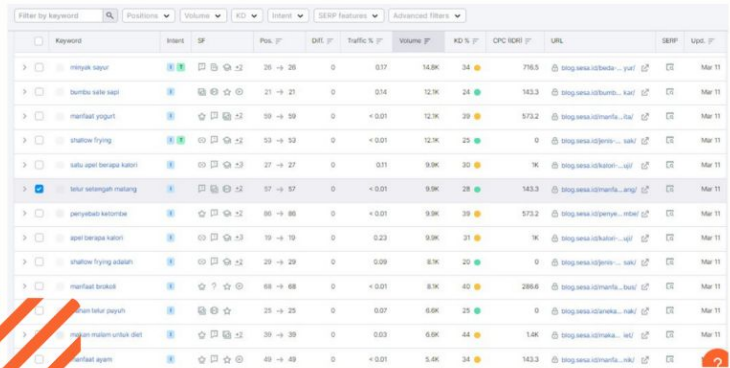
Participating in
FSDM RevoU course
Group Project to SEO
Analysis and Strategy for
Sesa
(PT Organic Sehat Alami)

SEO Group Project detail:

- Page & Keyword Analysis
- On-Page content Analysis
- On-Page technical Analysis
- Off-Page Analysis

Search Engine Optimization

Keyword Research

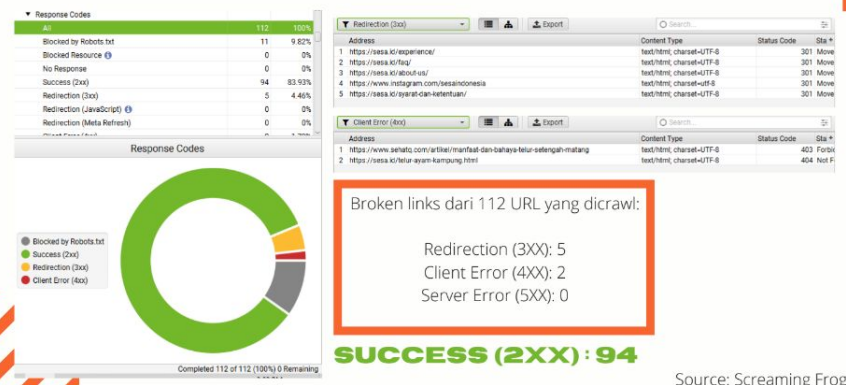


Keyword	Intent	SP	Pos. 1 st	Pos. 2 nd	Pos. 3 rd	Volume 1 st	Volume 2 nd	Volume 3 rd	CPC 1 st	CPC 2 nd	CPC 3 rd	URL	SEFP	Top. 1 st
telur setengah matang	Informational	1	28	→ 28	0	0.07	14.9K	34	796.5	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
manfaat yogurt	Informational	1	39	→ 39	0	< 0.01	12.1K	24	572.2	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
shallow frying	Informational	1	53	→ 53	0	< 0.01	12.1K	25	0	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
susu apel tanpa kalori	Informational	1	27	→ 27	0	0.01	9.9K	30	7K	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
telur setengah matang	Informational	1	57	→ 57	0	< 0.01	9.9K	28	0	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
periyabi kentang	Informational	1	86	→ 86	0	< 0.01	9.9K	39	572.2	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
apel tanpa kalori	Informational	1	19	→ 19	0	0.23	9.9K	31	7K	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
shallow frying	Informational	1	29	→ 29	0	0.09	8.1K	20	0	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
manfaat brokoli	Informational	1	68	→ 68	0	< 0.01	8.1K	40	286.6	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
telur setengah matang	Informational	1	25	→ 25	0	0.07	6.9K	25	0	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
manfaat telur	Informational	1	38	→ 38	0	0.03	6.9K	44	1.8K	143.3	143.3	https://www.sesaid.com/...	Mar 11	1
manfaat ayam	Informational	1	49	→ 49	0	< 0.01	5.4K	34	0	143.3	143.3	https://www.sesaid.com/...	Mar 11	1

Keyword telur setengah matang merupakan salah satu keyword dengan volume pencarian tertinggi yaitu 9.900 dan KD% yang relatif rendah. Namun sayangnya keyword ini hanya menempati posisi #57. Oleh karena itu, kami memutuskan untuk mengoptimasi keyword tersebut.



On-page Technical Audit (Article)



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Organic Marketing

Participating in
SEO Individual Assignment
in **FSDM RevoU course** to
create organic campaign by
Blog Post for **Kindle Toy**
(*fictive toy rental business*)

SEO Individual Assignment detail:

- Keyword Research
 - On-Page (Competitor Research)
 - On-Page (Technical)
 - Content Brief
 - Blog Post
- (6 Kegunaan Baby Plus Bagi Bayi Dalam Kandungan)

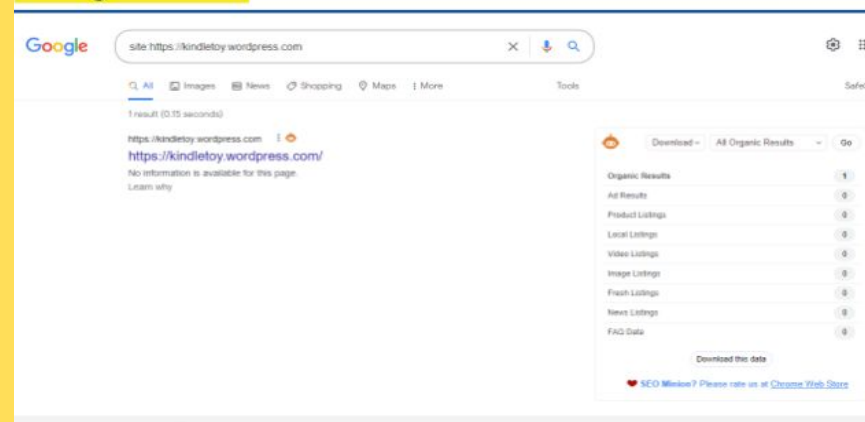
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Search Engine Optimization



[Click Here for Blog Post](#)
[Click Here for Full Report](#)

On-Page Technical



Organic Marketing

Participating in
Social Media Organic
Individual Assignment in
FSDM RevoU course to
analyze and create organic
campaign by Social Media
Posting for **Kindle Toy**
(fictive toy rental business)

SMO Individual Assignment detail:

- Problem Statement and goals
- Brand Identity
- Audience Targeting
- Action Plan
- Mockup USP & Services information
- Mockup KOL

Social Media Organic

Tahukah Parents?

Kelebihan mainan dan membiarkannya menumpuk berdampak buruk bagi anak, lho...

9 Likes

0 Comments

Memang sebuah kebahagiaan untuk Parents ketika melihat Si Kecil senang mendapat mainan baru. Eits tapi ternyata kelebihan mainan iya...

by kindletoy
Sunday, 20 February 2022

KindleTOY
- Eco Friendly Rental Toys -

Sewa mainan berkualitas, tanpa khawatir mainan tak terpakai menumpuk begitu saja

8 Likes

0 Comments

Apa sih KindleToy? Halo parents! Kami adalah KindleToy, penyedia jasa penyewaan mainan edukatif khusus untuk si Kecil dengan efisien dan

by kindletoy
Sunday, 20 Febru...

Pusing di rumah banyak mainan tak terpakai menumpuk? KindleToy punya solusinya

7 Likes

0 Comments

Tenang, sekarang gak perlu pusing-pusing lagi mikirin mainan si Kecil menumpuk karna KindleToy akan seera hadir! #sewamainan

by kindletoy

Caption words most used

In Caption

mainan

untuk

Kecil

Parents

bisa

kami

lagi

KindleToy?

KindleToy

akan

segera

juga

KindleToy,

lho,

menyewa

parents,

Kami

khawatir

mulai

lebih

Captions Words Most Used

Sun, 20 Feb 2022 - Recent Posts

Hashtags most used

No.	Tags	Uses
1	#sewamainananak	7
2	#sewamainanjabodetabek	7
3	#mainananak	6
4	#sewamainanbandung	6
5	#toyrental	5
6	#sewamainan	4

Hashtags Most Used

Sun, 20 Feb 2022 - Recent Posts

[Click Here for Full Report](#)
[Click Here for Social Media Post](#)

Content Marketing

Participating in
Content Marketing
Individual Assignment in
FSDM RevoU course to
create insightful content to
get publications from online
media in Indonesia by
Infografis for **Cloudflare**

Content Marketing
Individual Assignment detail:

- About Content
- Private Data
- Public Data
- Distribution Strategy
- Email Pitch
- Content Evaluation



Email Pitch

jofie.yordan@kumparan.com

Data untuk Kumparan - 6 Negara Asia Tenggara Yang Memiliki Keamanan Siber Terbaik

Selamat pagi Mas Jofie Yordan!
Semoga dalam keadaan sehat selalu ya!

Perkenalkan saya Teddy Anthonius dari Cloudflare. Saat ini saya sedang ditugaskan untuk membangun tim content marketing di Cloudflare. Lewat email ini aku mau membagikan data & hasil analisa untuk tim Kumparan mengenai "6 Negara Asia Tenggara Yang Memiliki Keamanan Siber Terbaik". Negara Indonesia termasuk di dalamnya. Dalam konten yang saya buat, juga saya sertai dengan data dan informasi pendukung guna mengedukasi para pembaca setia Kumparan.

Berikut ini beberapa temuan menarik dari data-data yang kami kumpulkan!

- Indonesia merupakan negara dengan pengguna internet terbanyak se-Asia Tenggara.
- Indonesia merupakan negara dengan pengguna internet terbanyak urutan ke-3 se-Asia.
- Indonesia merupakan negara dengan urutan ke-6 untuk Keamanan Siber se-Asia Tenggara.
- Malaysia menempati urutan ke-1 untuk Keamanan Siber se-Asia Tenggara.
- Malaysia dalam hal jumlah pengguna internet terbanyak se-Asia, tidak termasuk dalam 10 besar.

Di dalam email ini saya lampirkan 2 hal: #1 [Analisa](#) mendalam dari risetnya & #2 [Infographic](#) yang bisa digunakan oleh tim Kumparan.com. Saya dan tim pun telah menulis studi ini di laman cloudflare.com. Semoga data dan analisa ini bisa bermanfaat untuk pembaca Kumparan!

Salam,

Sans Serif



[Click Here for Infografis](#)
[Click Here for Full Report](#)

Customer Relationship Management

Participating in
CRM Individual

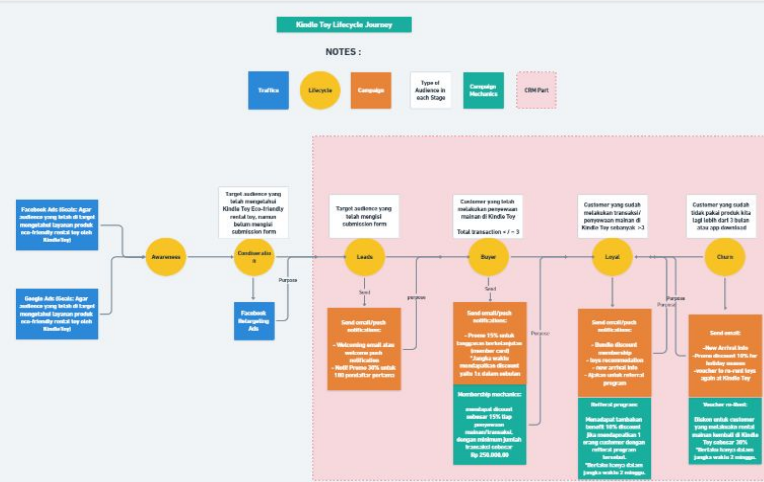
Assignment in FSDM

RevoU course to create
campaign to retain customer
by **E-mail** and **Push Notif**
For **Kindle Toy**
(fictive toy rental business)

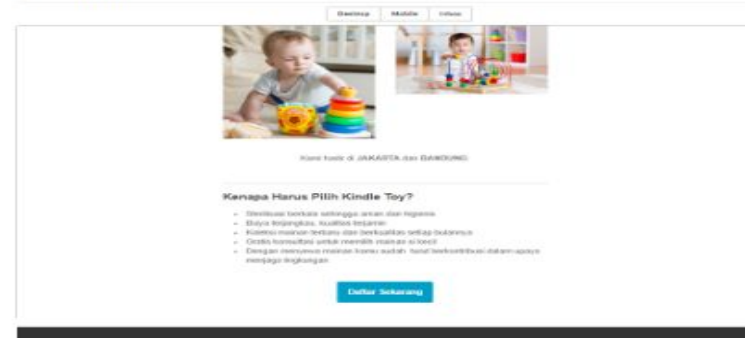
CRM Individual Assignment detail:

- Customer Lifecycle and campaigns
- Segmentation Creation
- Drip Campaign Flow
- E-mail
- Push Notification

[Click Here for Full Report](#)



E-MAIL



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