

# Adinda Irawan

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An economics graduate with a focus on international management. A creative, hardworking, and dedicated individual that puts forward everything I do. Born in 1999, with passion in the marketing field and skilled in design and digital marketing. With the formal education background accumulated to the multi branch skills that are needed in the industry nowadays.

## EDUCATION

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**Universitas Indonesia** - Depok, Indonesia

*Bachelor of Economics, International Management* (2017 - 2021)

## WORK EXPERIENCE

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**Tokopedia** - Jakarta, Indonesia

*Optimization Manager* (March 2022 – December 2022)

- Increase sales for over 80 stores from a wide range of category up to 200% of their previous performance
- Making brand projection for high investment brands; allocate their budget based on historical trends and collaborate with sales team
- Maintain, analyze and compare the sales trend of the home appliances & electronic sector

**Atomefin** - Jakarta, Indonesia

*Search Engine Optimization Specialist* (January 2022 – March 2022)

- Manage to generate more than 1.000.000 unique traffic monthly by proposing more than 8000 keyword ideas to be turn to articles
- Communicate directly with the regional team in China for a weekly report on competitor analysis, optimizing articles etc.
- Maintain contact with more than 50 different freelancers for article and backlinks purchase and publish their work on the blog page and app

**Ruangguru** - Jakarta, Indonesia

*Google Ads Specialist Intern* (October 2021 – January 2022)

- Responsible for maintaining 3 separate business units Google ads search account, including: Skill Academy, English Academy and RuangKerja
- Successfully secure more than 70.000 conversion/leads by optimizing budget, ads copy, keywords etc.
- Analyze a large set of data to identify market trends, user behavior and give recommendation of overall marketing and business strategy

**Tiket.com** - Jakarta, Indonesia

*Search Engine Optimization Specialist Intern* (March 2021 - May 2021)

- Manage and proofread more than 2000 of internal database to optimize the content
- Analyze posted content effectivity and give recommendation to further optimize the post
- Work closely with the digital content writer and write push notifications for the app

**Bank Central Asia** - Jakarta, Indonesia

*Digital Marketing Intern* (February 2020 – July 2020)

- Analyze social media post effectivity and make suggestions on how to improve the marketing campaign
- Research on SEO competitors and report on potential keywords, features, etc.
- Sort out analytical data to predict customer behavior and create blog posts for upcoming events

## VOLUNTEER & ORGANIZATIONAL EXPERIENCE

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**Be Global Indonesia**

*Digital Marketing Mentor* (August 2021 – July 2022)

- Teach and grade class of 30 student on an online teleconference platform
- Increase 80% of overall score and understanding of student based on pre & post test that is given in every session

**Brand & Marketing Freelance**

*Freelancer* (November 2019 - Now)

- Build website, write SEO articles, create logo, branding foundation + strategy for clients
- Teach the basic on digital marketing to clients team so they can maintain the brand

## SKILLS & ACHIEVEMENT

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**Language :** English, Bahasa | **Technical Skills:** Google Ads, Google Analytics, Facebook Ads, Photoshop, Wordpress

I am Adinda Irawan, a graduate of Universitas Indonesia with a major in international management. Reflecting on my previous past experience, demonstrating a great interest and passion in the marketing field and as I have a diverse field of my background has given me an insight on how the whole general marketing division works as a team. Those experiences are reflected in my CV from working for startup companies to big corporate companies.

In closing, I enclose my curriculum vitae and website address (<https://adindairawan.github.io/about/>) to provide you with additional information. Please feel free to contact me at [adinda.irawan@ui.ac.id](mailto:adinda.irawan@ui.ac.id) or at +628519870282. Thank you in advance for your time and consideration in reviewing my qualifications. I look forward to hearing from you soon.