

Hello, I'm **Naura.**

Digital Marketing Enthusiast

and here's my portfolio >>>



INTRODUCTION

NOTABLE PROJECTS

CONTACTS

About Me

Work and Educational History

Certifications

Skills and Tools



About Me

Naura Agustina, S.ST.

Highly motivated bachelor of **Chemical Engineering** with 4+ years of experience. In previous role as **Purchasing Staff**, I was responsible for managing the most problematic suppliers and successfully **improved nearly 40 percent** of their monthly goods quality and delivery performance. I have **created an online business** from scratch. Currently, I am concentrating on enhancing my digital skills by enrolling in **Dibimbing Digital Marketing Bootcamp**, an online platform that offers digital marketing courses taught by **reputable practitioners** from top-tier companies. Extremely passionate about generating creative and original content for **social media**, writing engaging and attractive **copy**, and conducting **performance analysis**. My relevant experience includes things like conducting **SEM**, **Google Ads**, and **Facebook Ads**. I have excellent interpersonal skills, adaptable, have a growth mindset, disciplined, and enjoy taking work responsibilities.



Work and Educational Experiences

Rosraos

Founder, Brand Strategist, Content Planner

Jun 2020 - Present

Online Business

Klinik DRM

Graphic Designer

Jan 2022 - Feb 2022

Part Time

PT Glostar Indonesia (Adidas Boost Manufacturer)

Marketing Supervisor

Mar 2021 - Jan 2022

Full Time

PT Chang Shin Indonesia (Nike Footwear Manufacturer)

Purchasing Staff

Dec 2016 - May 2020

Full Time



Politeknik Negeri Bandung

D4 Chemical Engineering

Aug 2012 - Sep 2016



Dibimbing Digital Indonesia

Digital Marketing Bootcamp

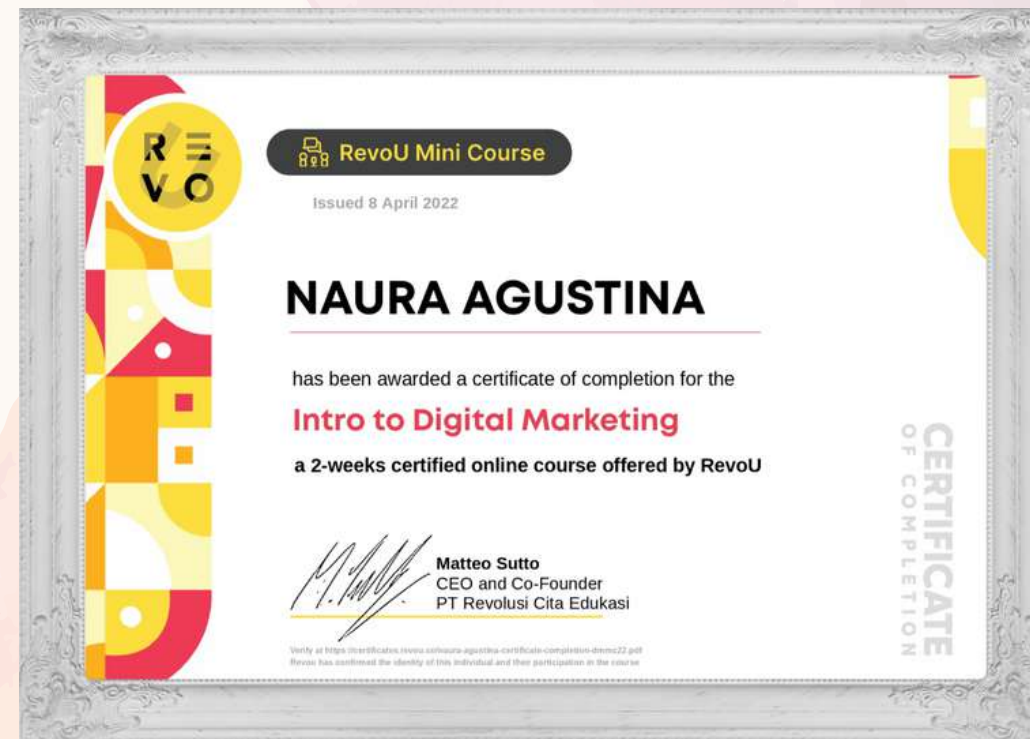
Mar 2022 - Aug 2022



Certifications



Google Digital Garage
(The Fundamentals of Digital Marketing)
Google, 2022



Intro to Digital Marketing
RevoU, 2022



MentorTalks: Copywriting and Content Writing
Dibimbing, 2022

Social Media Management



Facebook, Twitter, WhatsApp Business, TikTok, Instagram, LinkedIn

Performance Marketing



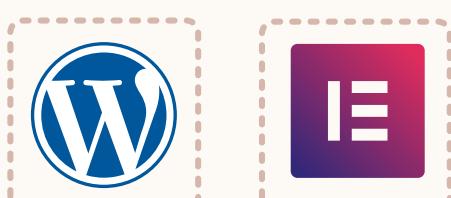
Meta Business Manager, Google Ads, Google Analytics

Graphic Design



Inkscape, Canva, Adobe Photoshop

Landing Page Design



Wordpress, Elementor

Customer Relationship Management (CRM)



Mailchimp, Webpushr

Search Engine Optimization (SEO)



Ubersuggest, SEMrush, Ahrefs

Creative Blogging



Medium, Tumblr, Blogger

Others



Trello, SAP (SD & MM Module), Miro

Skills and Tools

Market Research

Social Media Marketing

Copywriting

Performance Marketing

Customer Relationship Management



INTRODUCTION

NOTABLE PROJECTS

CONTACTS

Brand Development

Social Media Organic

Landing Page Creation

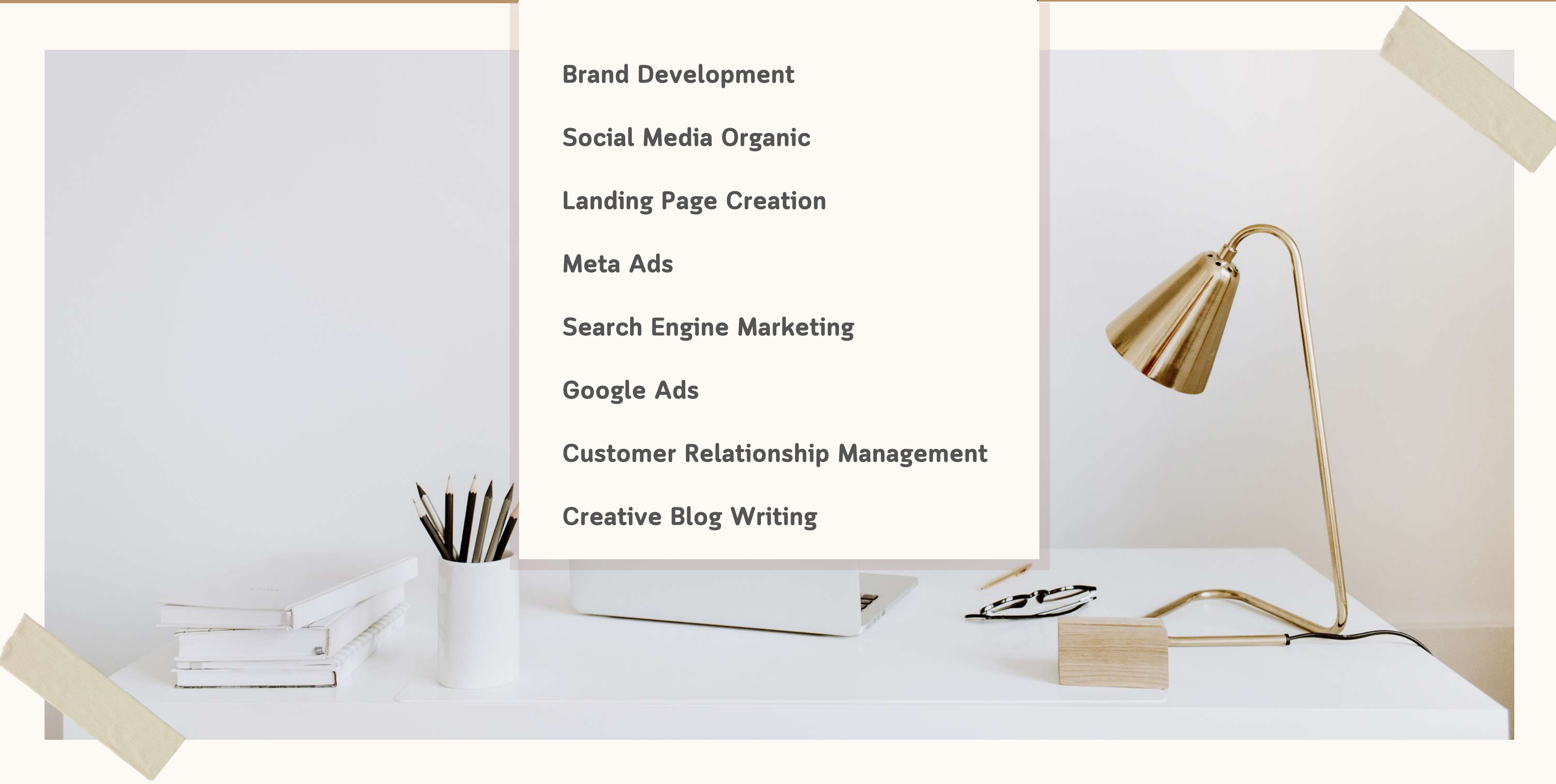
Meta Ads

Search Engine Marketing

Google Ads

Customer Relationship Management

Creative Blog Writing



Brand Development



Rosraos
Snack Industry

Objective: to **sell** a product **online** that owned by myself to create **maximum conversion**.

Scope of Work:

- **Designed packaging** for these new products,
- Conducted a **competitive analysis** and determine the **target market**,
- Develop **brand strategies** including positioning, scheduling, and selling platform selection,
- Build **social media** as the touch point between seller and audience, include the development of a **content pillar** and planning, and implement it.



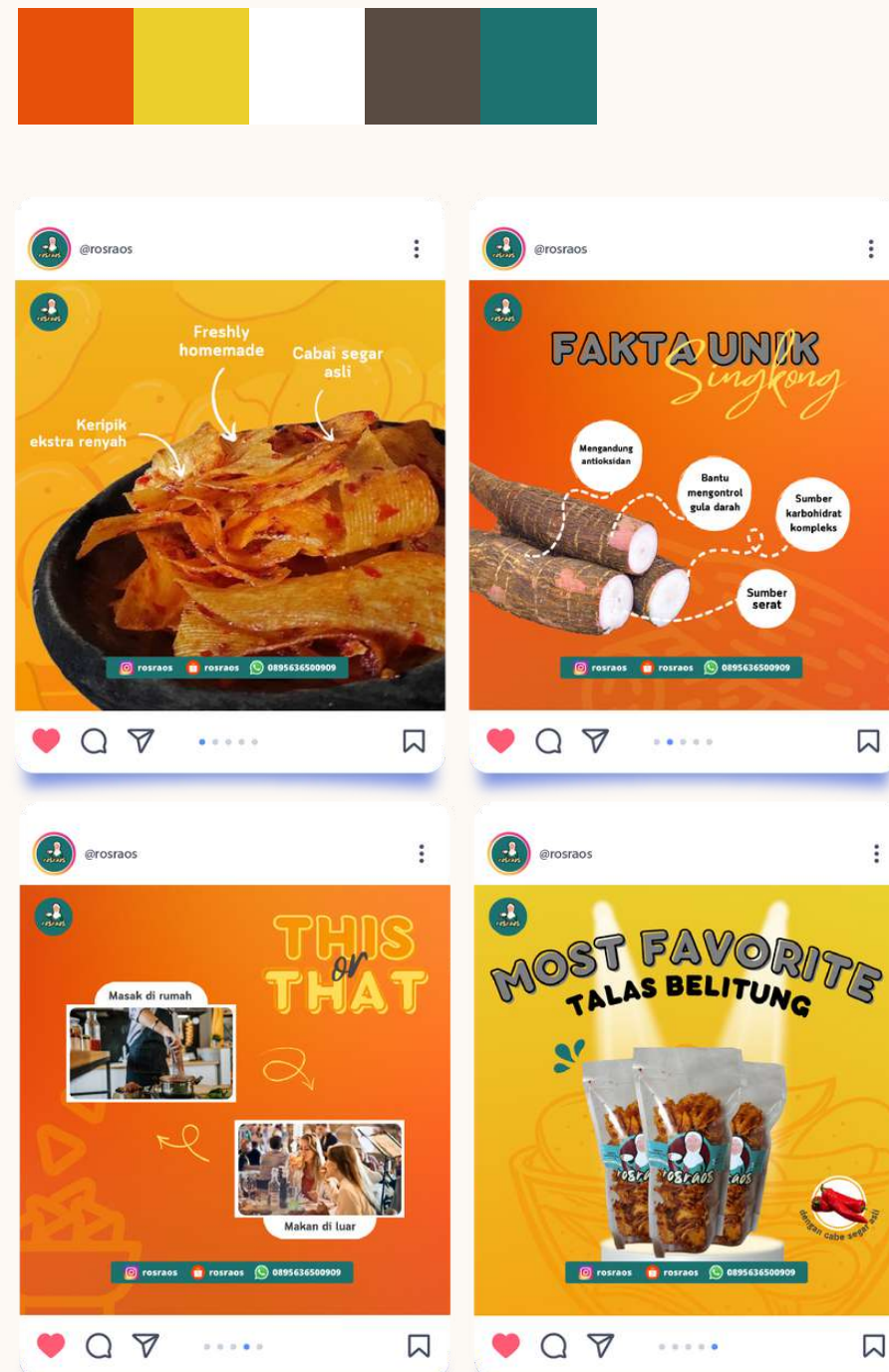
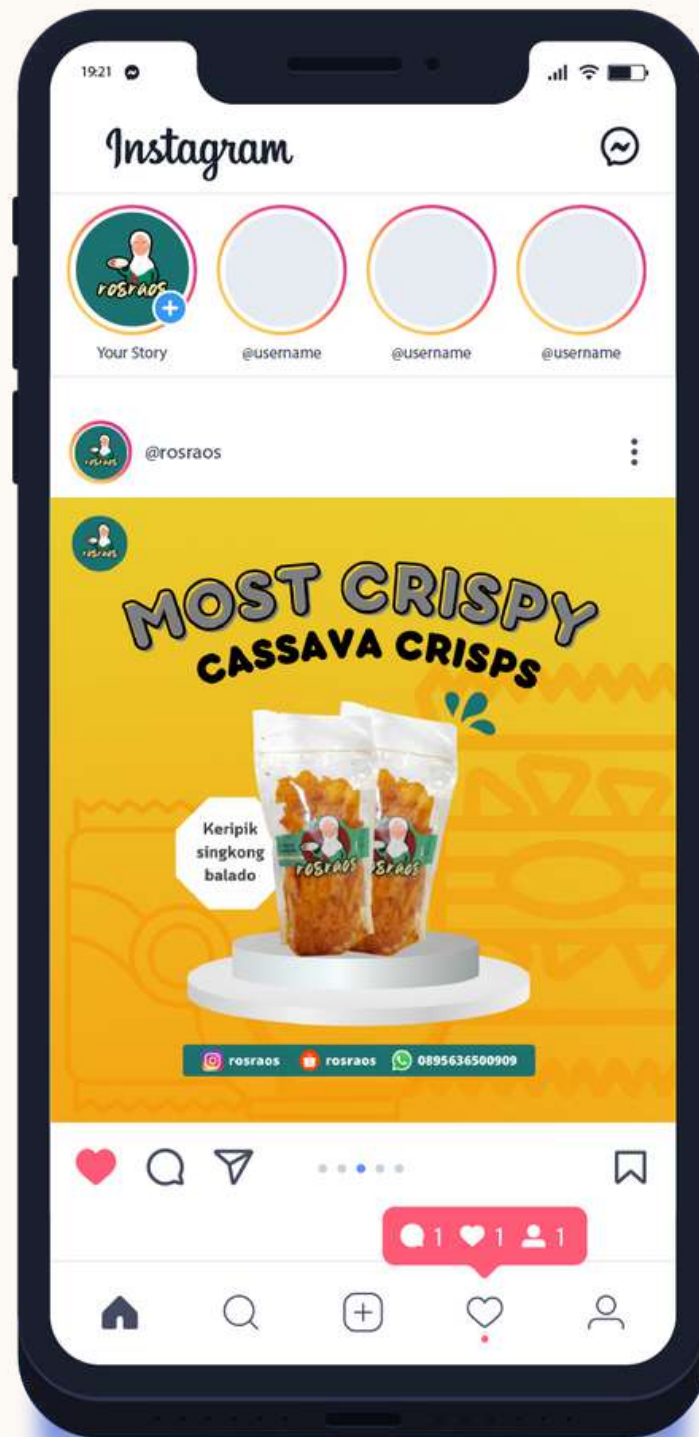
Manteel Backpack Raincoat
Outdoor Clothing Industry

Objective: build a **dummy business** with **Unique Selling Propositions** and build the **brand awareness** through **socials organic, paid ads, and CRM**.

Scope of Work:

- **Designed** logo, decide the color palettes, decide the **brand voice and persona**,
- Conducted a **market research, competitive analysis**, and determine **target audience**,
- Decide the **content pillars** and build the content plannings,
- Built a **website** and **landing page**,
- Ran the **paid ads** and **designed** the **campaign visuals**,

Social Media Organic



Brand: Rosraos (online business)

Objective: Develop **social media organic** as the **touch point** between **seller** and **customer** to build **brand awareness** of the new product.

Scope of Work:

- Create **content pillars** and **content plannings** which are in line with business goal,
- Generate **content schedule** and **post the content** based on the schedule,
- **Implement** the content plannings into **attractive visuals** based on **brand voice** and **persona**,
- Put the link to e-commerce to **convert leads into customer**.

Result: Successfully gained **organic followers** and engagements and drive them to e-commerce through profile URL.

Tools:



Social Media Organic



Brand: Manteel (dummy business)

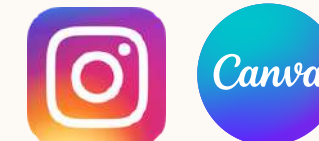
Objective: Develop social media that align with **content pillars** that made based on Manteel's **business goals**, **brand persona** and **brand voice**.

Scope of Work:

- Create the **content pillars**,
- Make the **breakdown** of each pillar to become an understandable **content brief**.
- **Implement** the brief into an **eye-catching** and **engaging posts**.

Result: Successfully comply with the **content pillars** and made the content that represent the **brand persona** and **voice**.

Tools:



Landing Page Creation

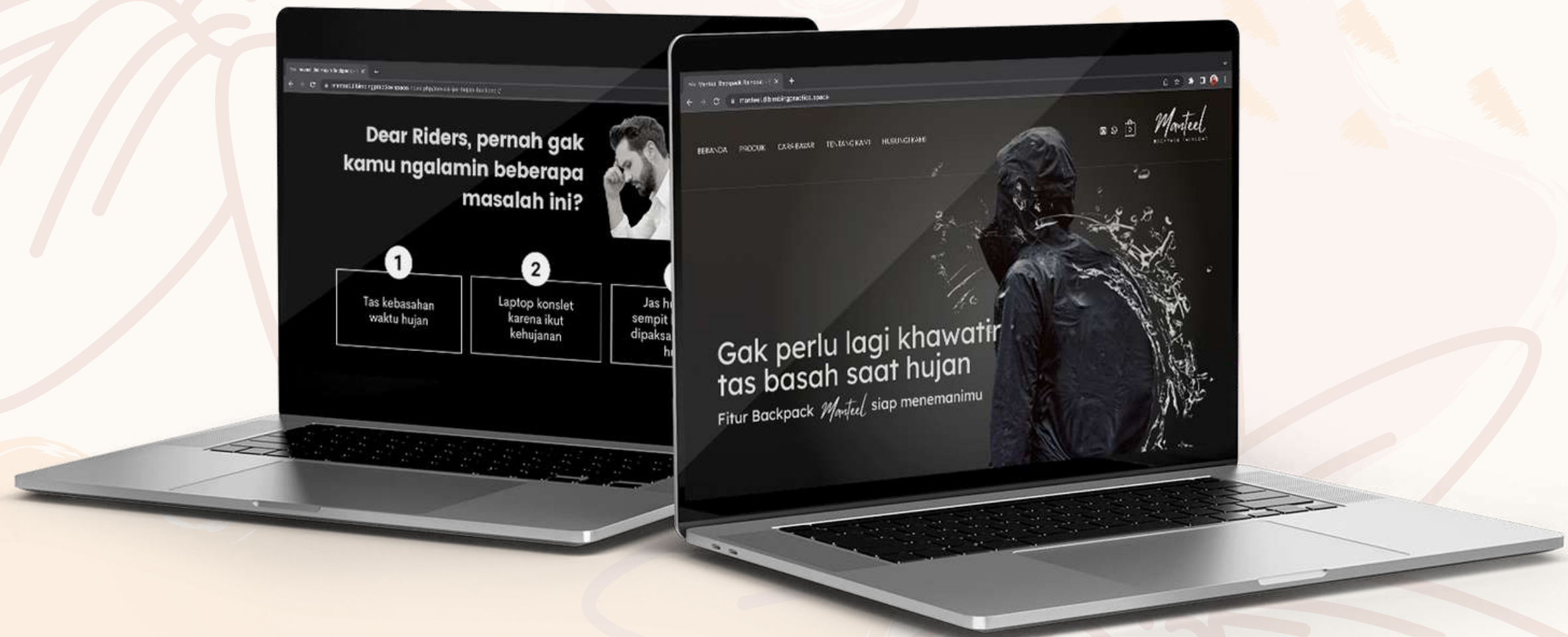
Objective: Created a **user-friendly** landing page that aligns to the **brand persona**, provides **unique selling propositions**, and **simplifies** the **customer journey**.

Scope of Work:

- Designed the **attractive user interface** that align with **brand color**,
- Manage the **content marketing**,
- Created the user-friendly **website flow**,
- Created the **clear CTA**,
- Installed the commercial management with **WooCommerce**

Result: Successfully made the **visitor** to conduct a **check-out process on website**.

Tools:



Meta Ads

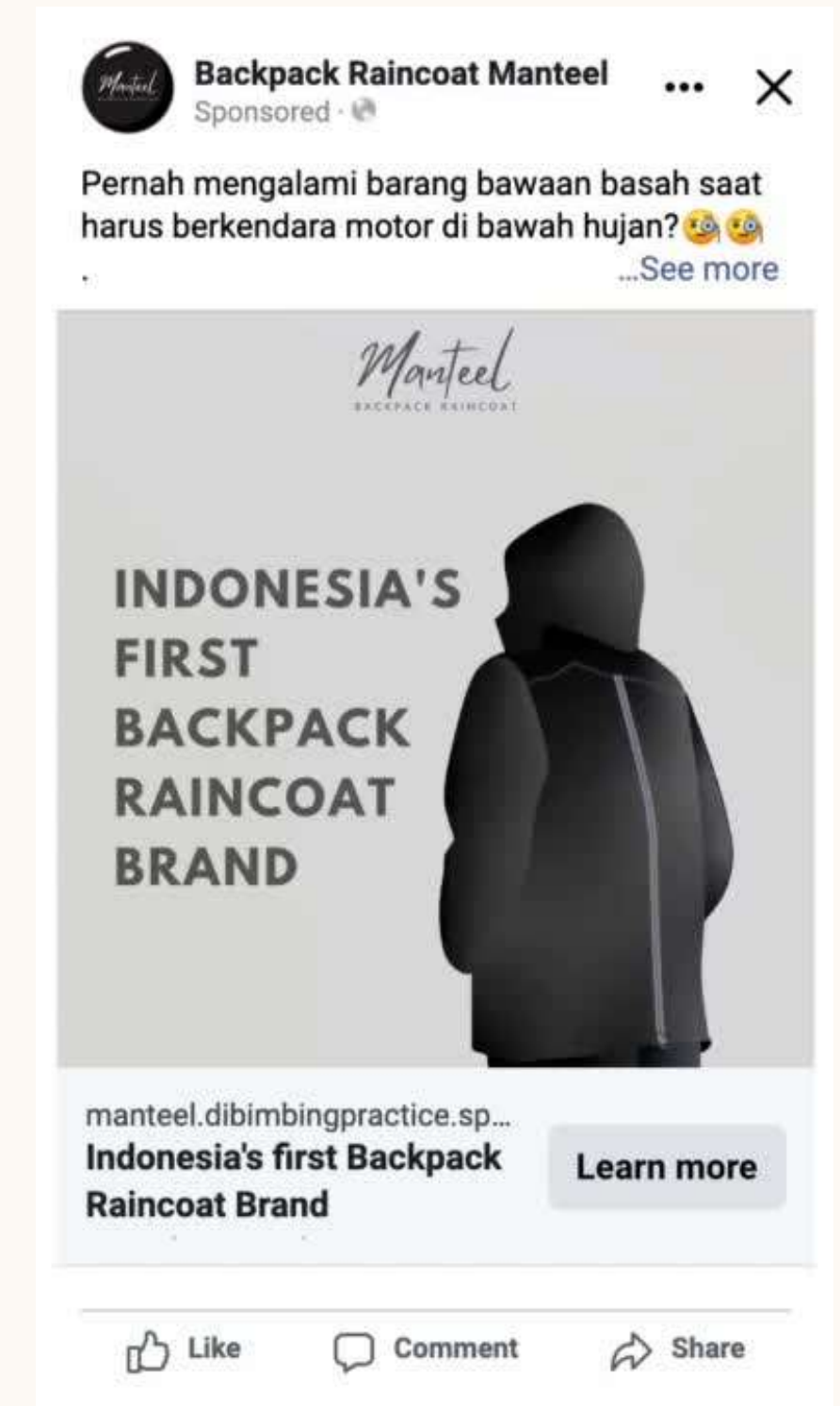
Objective: Run a **Meta paid campaign** for Backpack Raincoat product that aim a **traffic objective** to result a **high Click-Through Rate (CTR)** with **limited budget**.

Scope of Work:

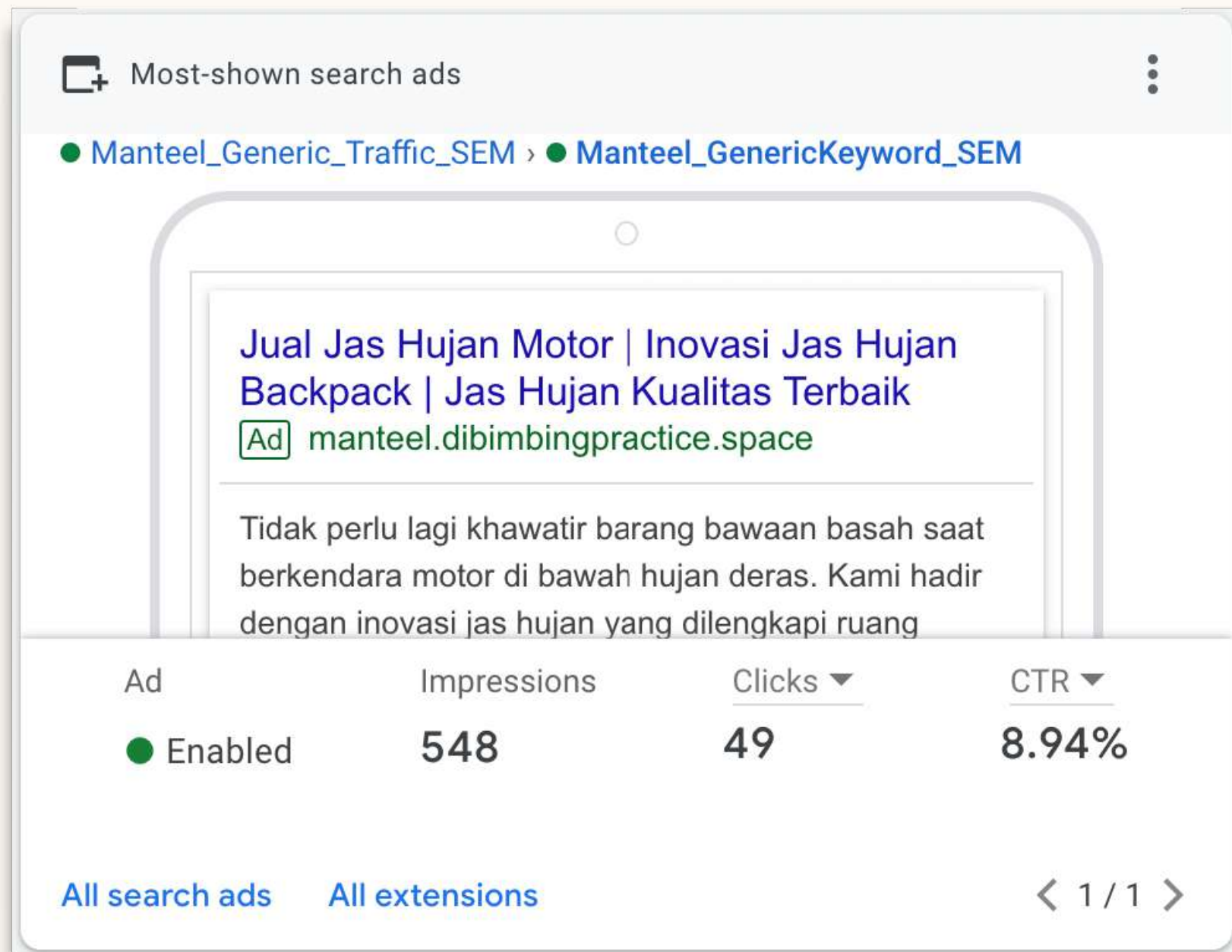
- Prepared the **Meta Business Manager**, **Facebook fans page**, **campaign structure**, **media plan**, and **bidding strategy**,
- Designed the **campaign's visual** and created the **strong ad copy**,
- Identified **audience targeting**,
- **Reported** and **analyzed** the **result** to get the **key insights**,
- Identified the **next recommendation** to **optimize** upcoming campaign result.

Result: this **5 days campaign** results **10869 IMPRESSIONS** and **401 LINK CLICKS**, and **successfully** achieved **3.69% CTR** with **limited budget**.

Tools:



Search Engine Marketing



Objective: Run a **search ads campaign** for Backpack Raincoat product (dummy project) that aim a **traffic objective** to result a **high Click-Through Rate (CTR)** with **limited budget**.

Scope of Work:

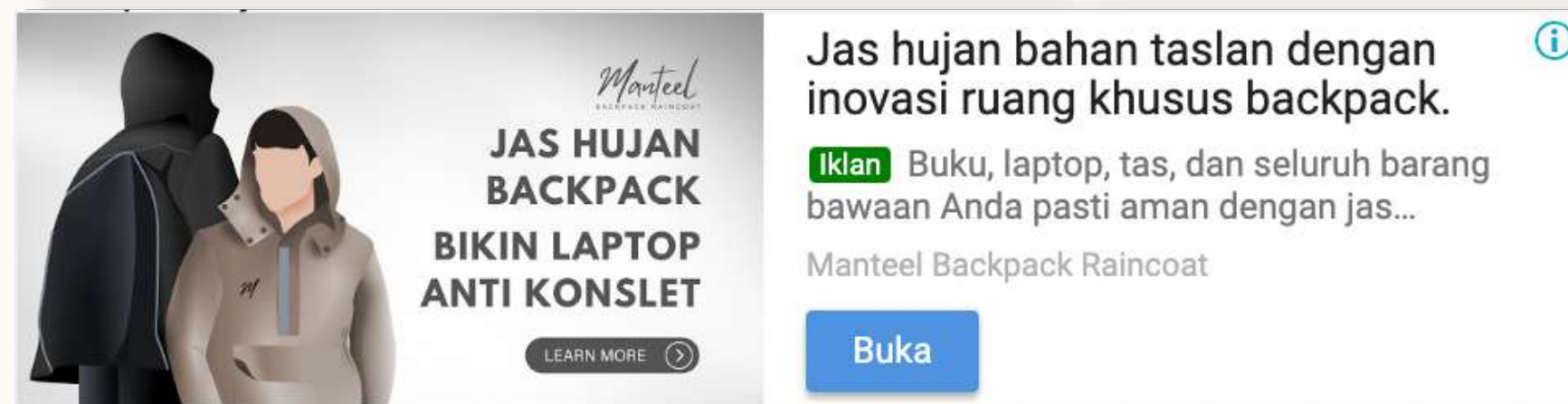
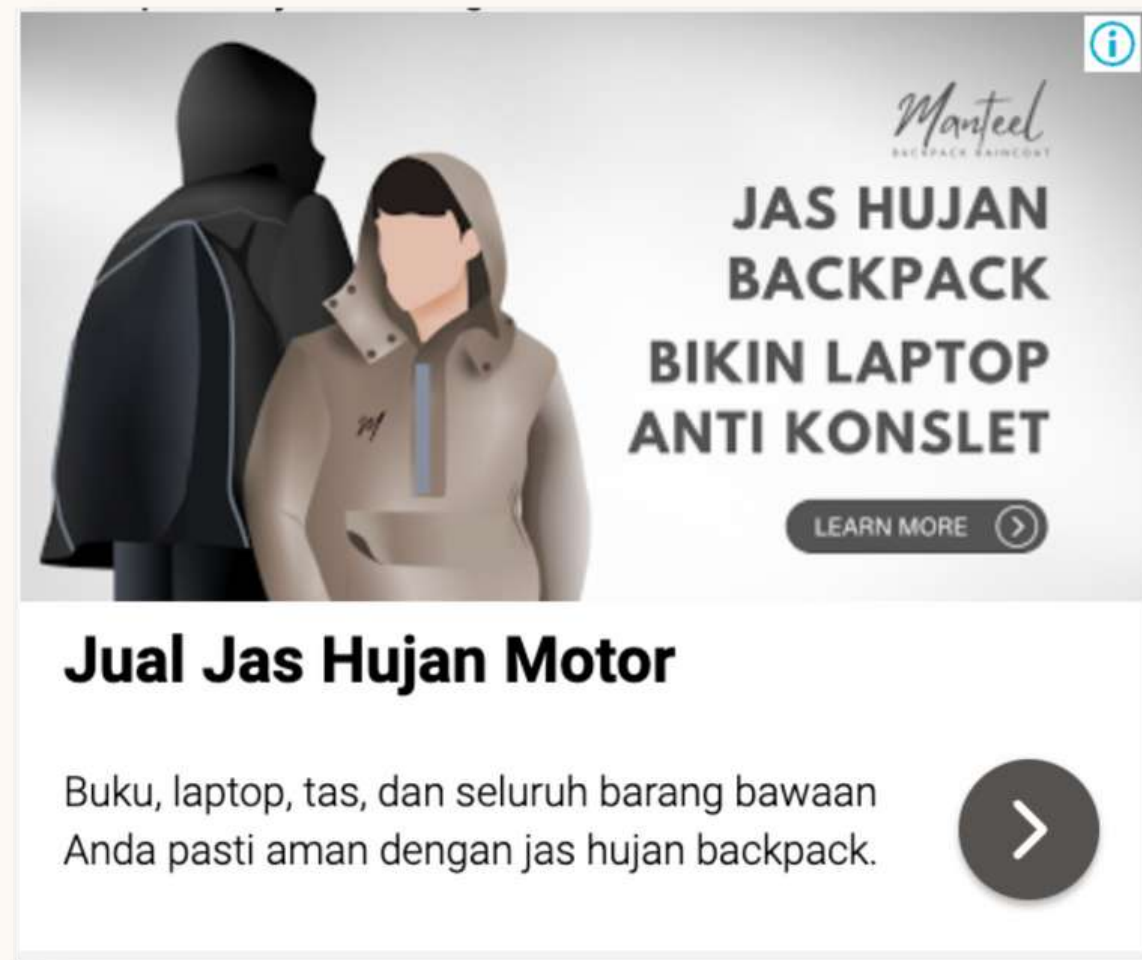
- Conducted **keyword research** and created **keyword forecast**,
- Prepared some strong **headlines** and **descriptions** that relevant with the brand objective,
- **Reported** and **analyzed** the **result** to get the **key insights**,
- Identified the **next recommendation** to **optimize** upcoming campaign result.

Result: this **5 days campaign** results **548 IMPRESSIONS** and **49 LINK CLICKS**, and **successfully** achieved **8.94% CTR** with **limited budget**.

Tools:



Google Ads



Objective: Run a **Google Display campaign** for Backpack Raincoat product (dummy project).

Scope of Work:

- Conducted **audience targeting** and **placement research**,
- Prepared strong **copy, headlines**, and **descriptions**,
- Create **clear** and **attractive visual** to let the viewer knew what our products and the benefits,
- **Reported** and **analyzed** the **result** to get the **key insights**,
- Identified the **next recommendation** to **optimize** upcoming campaign result.

Result: this **5 days campaign** results **12,254 IMPRESSIONS** and **10 LINK CLICKS**, and achieved 0.08% CTR with **limited budget**. This impression result outcome is categorized as well-executed because Display Network is more likely to be used to increase awareness.

Tools:



Customer Relationship Management



Hi Naura 🍌

Thank you for purchasing **Manteel Backpack Raincoat**. We are definitely honored that out of many raincoat brands available, you decided to purchase ours 🍌

The improvements we've made regarding **backpack raincoats** have been planned in a best way that makes it possible to solve your problems and comfort you 🍌

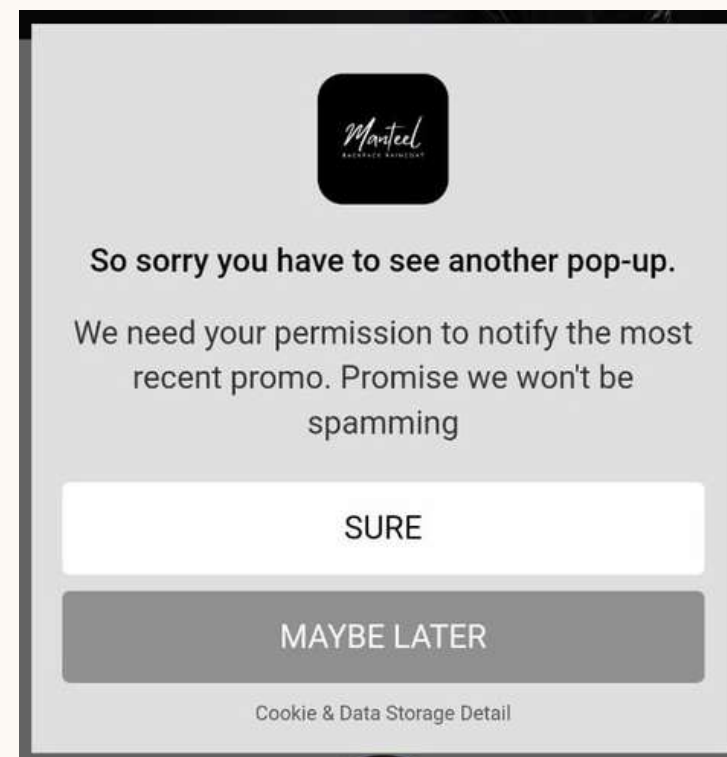
Manteel Backpack Raincoat is an innovation of a two-piece raincoat equipped with a compartment for a backpack.

As we all know, **two-piece raincoat** is the most safety raincoat model and align with riding safety standard. The **backpack space** itself is designed to fit your backpack size in order to keep your belongings safe. This space will also provide comfort for motorcyclists to not be cramped inside the raincoat.



As the first **Backpack Raincoat** brand in Indonesia, we hope that our presence will keep growing and continue to provide your riding comfort and safety 🍌

Know Us Further



Objective: maximize **long-term revenue** by **retaining** customer relationships. The efforts are to target high CTOR and CTR with sending **newsletters** (email marketing) and **push notifications**.

Scope of Work:

- Prepare **campaign plans** for email marketing and push notifications, including **subject, content, image, and call-to-action**.
- Determine the **ideal segmentation** for both email marketing and push notifications.
- Conduct **A/B testing** to determine the **optimal time** and **campaign type** for a certain segment.

Result: this 1 day campaign results **14.6% CTOR** and **0 UNSUBSCRIBER** for **Email Marketing**, and achieved up to **28.57% CTR** for **Push Notification**. This result is categorized as well-executed and **passed average industry benchmarks** for all metrics

Tools:



Creative Blog Writing



Objective: **Capture** every milestone of my life and **write down** daily random thoughts that possible to **inspire** and become life lesson for my future self or others.

Scope of Work:

- Write down everything that comes to my mind as a **raw draft**,
- Checking the **punctuation, grammars, headlines**, and other **editor** aspects,
- **Post** the writings on various blogging or other media such as LinkedIn, Medium, Tumblr, and Blogger.

Tools:



**Naura Agustina** • You
Digital Marketing Enthusiast
2mo • Edited • 

When I resigned from my job two years ago and still couldn't find a new job, I decided to start my own business. Being an entrepreneur was my long-held ambition, even long before entering college. As a result, I decided to start a business during that gap year.


This is not a large-scale kind of business. However, I began this business entirely from zero with my own severance pay. I did every single thing about my business by myself, from packaging design, product testing, opened a shop in the marketplace, marketing, shipped goods to couriers, and managed financial things. I marketed my products entirely organically. I did not use any promotional media other than owned and earned media, which I obtained through personal testimonials from my closest friends. The results, however, were not entirely satisfactory.



This business took a year off last year while I returned to work as a marketing executive in a manufacturing company. My desire to become an entrepreneur, on the other hand, never faded away. I was still looking for a way to grow my own business until I recently discovered a skill called digital marketing.







Digital marketing itself is a skill set that involves a wide range of other skills essential for a business's growth. Additionally, organic marketing has begun to fade as the era has progressed into the digital age. With this in mind, I became increasingly interested in learning digital marketing. Apart from the possibility that this is the skill that future companies will need, I believe that digital marketing skills are beneficial for growing my business. As a result, I've decided to enroll in a digital marketing Bootcamp organized by [dibimbing.id](#) about a month ago.

After a month of learning, I discovered that digital marketing is truly my passion. I am constantly excited to work on weekly projects assigned by my mentors. I always replay video recordings from online classes to gain better understanding in digital marketing materials. I'm absolutely in a state of excitement right now.

This Bootcamp will run for approximately five months. Hopefully, I can maintain my enthusiasm for learning digital marketing until the very end and graduate with honors from this Bootcamp. Thus, I will be hired in a job that aligns with my passion while also growing my business.

 Kasyfurrahman - and 15 others 9 comments

**Naura Agustina**
May 27 · 1 min read ·  Listen

Best Life

“There is no guarantee that this life is easy.”

Miley Cyrus song lyrics loop on repeat in my head whenever things become tough. This is hard, but that's life.

Every day, we faced a plethora of things to decide. As a consequence of our missteps, we often suffer from regret and despair. However, the future is not ours to see, yet. We have no idea what it will be like until it becomes today.

Humans regret and suffer, but we can choose to not go down with the ship. There's still so much for us to learn, as not everyone has the chance to deal with the same mistakes. Everything happens for a reason. It's already been our portion to have, and it's fully our responsibility to discover what it brings.

It's such a great thing that we have made this far. It's sometimes unbelievable that we can still survive. And that's us, the bravest souls who have chosen to withstand the suffering.

There are still so many days to come, as there are still so many things to be grateful for. Let's just keep on moving and living. It may not be the best life by human standards, but it's the only one we have. And whatever it takes, let's make it our own version of the best life.

INTRODUCTION

NOTABLE PROJECT

CONTACTS

**Let's collaborate
and craft something
exceptional**



naura.agustina@outlook.com



0822 5845 4585



www.linkedin.com/in/naura-agustina

