

# ALIFIA IZZANI QURNIAKHANZA.S,AGR

Digital Marketing & Social Media Portfolio



# ABOUT ME



A fresh graduate with a bachelor's degree in agrotechnology from Padjadjaran University but I am interested in Marketing, Design, and Social Media thingy. Highly motivated individual with demonstrated experience in applying skills using Paid ads and Analytics tools to solve a marketing problem. I Started learning in Digital Marketing field from online course like Revou Mini Course, Google Digital Garage, and Digital Marketing Bootcamp from Binar Academy. Passion for working on issues related to Digital marketing or Social media.

HIT ME UP!

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 088888952099

 [www.linkedin.com/in/alifiaizzaniq](https://www.linkedin.com/in/alifiaizzaniq)

# EDUCATION



2018

UNIVERSITAS  
PADJADJARAN

Bachelor of Agrotechnology  
GPA (3.43 / 4.00)



2015

SMAN I CIBINONG

# EXPERIENCE



2022

PT. Erajaya Swasembada Tbk,  
Virtual internship program by  
Rakamin academy

Digital Marketing Specialist  
Intern



2021

UPT Pembibitan Tanaman  
Pangan, Hortikultura, dan  
Peternakan (UPT PTPHP)

Staff Assistant Intern

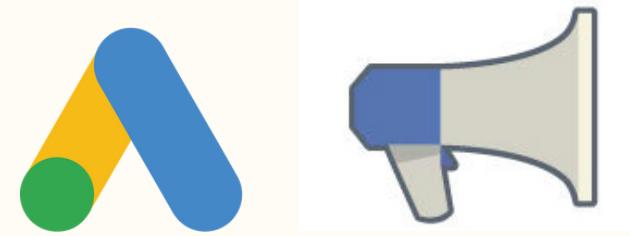


2021

Balai Perlindungan Tanaman  
Pangan dan Hortikultura  
(BPTPH)

Staff Assistant Intern

# SKILLS



PAID ADS  
(FB ADS & GOOGLE ADS)



ANALYTICS & REPORTING TOOLS  
(GOOGLE ANALYTICS, PIVOT  
TABLE, GOOGLE DATA STUDIO)



CONTENT & SOCIAL MEDIA  
MARKETING



KEYWORD PLANNING  
(GOOGLE KEYWORD PLANNER &  
UBBERSUGGEST)



DESIGN  
(CANVA & PHOTOSHOP)



# My Writing skills



## COPYWRITING SKILLS

Content writing

## COLLEGE WRITING SKILLS

Description, Narration, Essay  
writing, Article

## PRESENTATION WRITING

PowerPoint, Creativity,  
Public Speaking

# CERTIFICATION



**GOOGLE DIGITAL GARAGE - 2022  
(GOOGLE ANALYTICS FOR BEGINNERS,  
FUNDAMENTAL OF DIGITAL MARKETING)**



**REVOU MINI COURSE - 2022  
INTRODUCTION TO DIGITAL MARKETING**



**BINAR ACADEMY - 2022  
(DIGITAL MARKETING BOOTCAMP)**

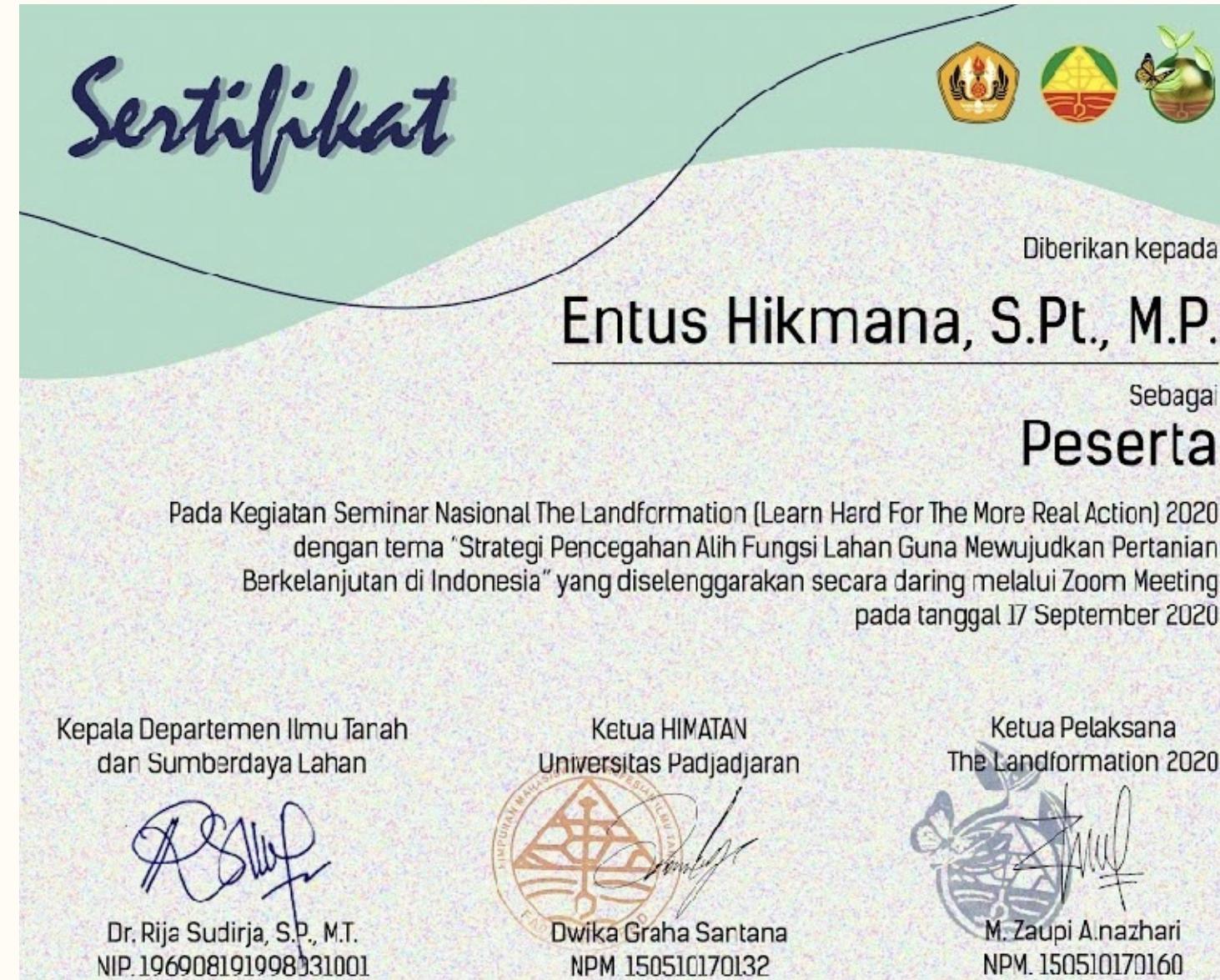


**RAKAMIN ACADEMY - 2022  
(DIGITAL MARKETING BOOTCAMP)**



# DESIGN & COPYWRITING

## (SOCIAL MEDIA, CONTEMPT MARKETING)





Caption:

Merasa kurang percaya diri menjajaki karir sebagai Product Manager?

Buang rasa tersebut dan isi dengan ilmu untuk menambah rasa percaya diri kamu untuk menjadi Product Manager bersama BINAR!

Langsung klik di sini untuk #MeretasBatas sebagai talent digital Indonesia!



Caption:

Solusi bagi kamu yang pengen Switch Career jadi Product Management!

4 bulan menuju karier Product management. Dapat Ilmu, teman, pengalaman

"sampai pekerjaan karena Binar academy sampai pekerjaan karena Binar academy"

Langsung klik di sini untuk #MeretasBatas sebagai talent digital Indonesia!"



**Caption:**

Kadang penasaran gak kenapa banyak perusahaan bisa menghasilkan produk yang viral?

Ternyata, produk viral berangkat dari Product Manager yang hebat. Penasaran gak sih apa aja rahasianya?

Langsung klik di sini untuk #MeretasBatas sebagai talent digital Indonesia!



**Caption:**

Bingung gak sih, siapa yang berperan dalam membuat analisis dalam perusahaan?

Bi Analyst mempunyai peran penting dalam menganalisis dan merancang dasboard yang interaktif untuk kemajuan sebuah produk! Kira-kira apa saja sih yang harus dipersiapkan untuk menjadi seorang BI Analyst?

Kupas lebih lanjut, serta asah skill kamu untuk menjadi talent digital yang #MeretasBatas bersama BINAR, langsung klik di sini!



# PROJECT INTERN - MARKETING PLANNING PT. ERAJAYA SWASEMBADA TBK, VIRTUAL INTERNSHIP PROGRAM BY RAKAMIN ACADEMY



## Brief:

Make a Marketing Plan for 1 year divided into 3 quarters for the Erajaya Retail business model: ERAFONE. Use Organic Marketing as the type of content on each platform and Use Ads Marketing on Google Ads and Social Media Ads.

## Product:

DJI Pocket 2

### DEMOGRAPHIC

Age : 20 y.o -55 y.o

Gender : All Gender

Income : > 4 million/mo  
(middle to upper income)

### BEHAVIORAL

- Using mobile phones more than 5 hours/day
- Make product originality the main focus

### PSYCHOGRAPHIC

- Requires a lot of product variety
- Prioritize high service
- Requires display before purchase
- Interested in well-known products

# MARKETING PLANNING

## QUARTER I

Objective Campaign 1st  
Quarter : Awareness.

Campaign Platform:  
Google Ads Channel yaitu  
Google Display Network (GDN).  
Untuk mengenalkan produk  
dalam pencarian pertama  
dengan GDN juga bisa  
menampilkan gambar produk  
yang dipasarkan saat beriklan.

## QUARTER II

Objective Campaign 2nd  
Quarter: Consideration  
(Website Traffic)

Campaign Platform:  
Google Ads berupa kunjungan  
profile produk di website  
eraspace.com menuju sub  
menu di ERAFONE.

## QUARTER III

Objective Campaign 3rd  
Quarter: Conversion. The main  
goal of the third quarter is to get  
users interested and buying DJI  
Pocket 2 products on the

ERAfone menu

Campaign Platform :  
Still in activity on the  
eraspace.com website and the  
ERAfone menu with a  
selection of DJI Pocket 2  
products

# **PROJECT BOOTCAMP - MEDIA PLAN**

## **BINAR ACADEMY (2022)**

### **Brief:**

**With a budget of 20 million rupiah, the Edutech Company (Client) wants to increase sales of the Bootcamp class. Planning a campaign using Facebook Ads for January and February 2022. Monthly campaigns can be set for only 14 days.**

### **Objective: Conversion**

**Period : January 2022 - February 2022**

**Campaign Platform : Meta/Facebook ads (Feeds & Story)**

### **Action :**

**Make a media plan for a 2 month period (January and February), campaign every month for only 14 days**

### **Result:**

**Budget Rp. 20,000,000 with a media plan that resulted in 16% more conversions/purchases**

# REPORT JANUARY 2021 - FEBRUARY 2021

MONTH	AUDIENCE	CREATIVE	LinkClicks	Impressions	AmountSpent	Purchases	CTR	CPM	CPC	CVR	CPO	
1	Education Interest (18-35)	Generic Message	660	321,099	Rp2,864,000	46	0.21%	Rp8,919	Rp4,339	6.97%	Rp62,261	
		Promo	741	323,760	Rp2,806,600	53	0.23%	Rp8,669	Rp3,788	7.15%	Rp52,955	
	Education Interest (18-35) Total		1,401	644,859	Rp5,670,600	99	0.22%	Rp8,794	Rp4,048	7.07%	Rp57,279	
	Technology Interest (18-35)	Generic Message	568	303,126	Rp2,930,592	22	0.19%	Rp9,668	Rp5,159	3.87%	Rp133,209	
		Promo	656	310,200	Rp2,905,000	35	0.21%	Rp9,365	Rp4,428	5.34%	Rp83,000	
	Technology Interest (18-35) Total		1,224	613,326	Rp5,835,592	57	0.20%	Rp9,515	Rp4,768	4.66%	Rp102,379	
	1 Total		2,625	1,258,185	Rp11,506,192	156	0.21%	Rp9,145	Rp4,383	5.94%	Rp73,758	
	2	Education Interest (18-35)	Generic Message	484	331,000	Rp2,729,000	26	0.15%	Rp8,245	Rp5,638	5.37%	Rp104,962
			584	338,700	Rp2,725,000	41	0.17%	Rp8,045	Rp4,666	7.02%	Rp66,463	
	Education Interest (18-35) Total		1,068	669,700	Rp5,454,000	67	0.16%	Rp8,144	Rp5,107	6.27%	Rp81,403	
	Technology Interest (18-35)	Generic Message	435	318,000	Rp2,862,900	11	0.14%	Rp9,003	Rp6,581	2.53%	Rp260,264	
		Promo	550	319,500	Rp2,809,000	16	0.17%	Rp8,792	Rp5,107	2.91%	Rp175,563	
	Technology Interest (18-35) Total		985	637,500	Rp5,671,900	27	0.15%	Rp8,897	Rp5,758	2.74%	Rp210,070	
2 Total			2,053	1,307,200	Rp11,125,900	94	0.16%	Rp8,511	Rp5,419	4.58%	Rp118,361	
Grand Total			4,678	2,565,385	Rp22,632,092	250	0.18%	Rp8,822	Rp4,838	5.34%	Rp90,528	

# MEDIA PLAN JANUARY 2022 - FEBRUARY 2022

Month	Audience	Creative	Budget	Duration	CPM	Impressions	CTR	Click	Order	CPC	Conversion Rate (CR %)	CPO
1	Education Interest (18-35)	Generic Message & Promo	Rp10,000,000	14	Rp8,600	1,162,791	0.19%	2190	175	Rp4,566	7.97%	Rp57,279
2	Education Interest (18-35)		Rp10,000,000		Rp8,600	1,162,791	0.19%	2190	123	Rp4,566	5.61%	Rp81,403
Total									297			

# BINAR ACADEMY (2022) - CAMPAIGN FACEBOOK ADS

## Brief:

with a budget of RP. 3,750,000, create a campaign on the Facebook ads platform to get website traffic

## Objective: Website Traffic

Period : (1) 7 Oct 2022 - 20 Oct 2022 & (2) 26 Oct 2022 - 7 Nov 2022

Campaign Platform : Meta/Facebook ads (Feeds & Story)

## Action :

Make a media plan for a 2 period, campaign every period for only 14 days, Executed end to end campaign, Optimize campaigns to ensure all targets are achieved and report campaigns

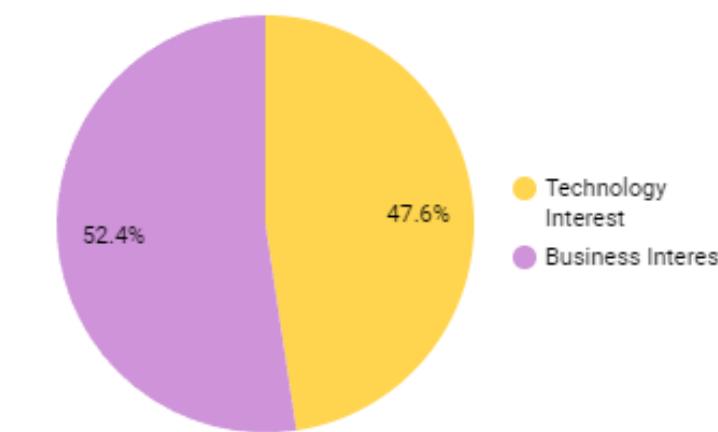
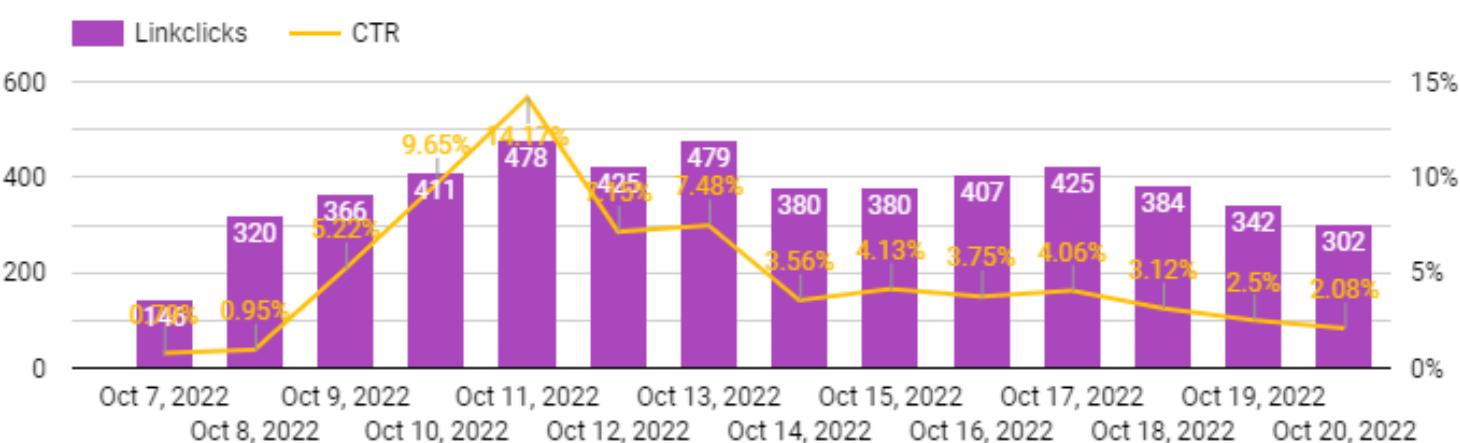
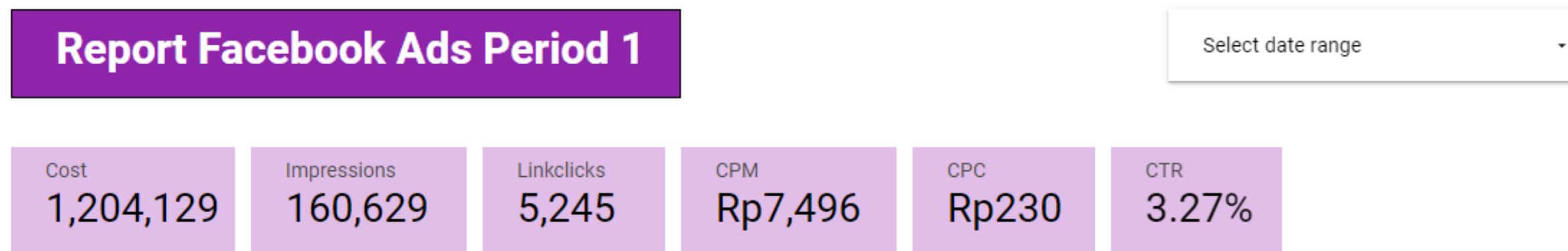
## Result:

1. with a budget of 1,204,129 the first campaign generated 5,245 clicks
2. with a budget of 1,204,129 the first campaign generated 7,093 clicks

# MEDIA PLAN PERIOD I

Channel	Placement/Type	Audience	Objective	Budget	Duration	CPM	Impressions	CTR	Click	CPC				
Facebook Ads	FB IG Feed & Story	Technology Interest	Link Click	Rp625,000	14	Rp1,359	460,000	0.50%	2300	Rp272				
Facebook Ads	FB IG Feed & Story	Business Interest	Link Click	Rp625,000	14	Rp1,359	460,000	0.50%	2300	Rp272				
				Rp1,250,000										

# REPORT CAMPAIGN PERIOD I



# MEDIA PLAN PERIOD 2

Channel	Placement/Type	Audience	Objective	Creative	Budget	Duration	CPM	Impressions	CTR	Click	CPC
Facebook Ads	FB IG Feed & Story	Technology Interest	Link Click	1A	Rp1,000,000	14	Rp5,500	181,818	2.00%	3636	Rp275
Facebook Ads	FB IG Feed & Story	Business Interest	Link Click	2A	Rp1,529,482	14	Rp9,500	160,998	3.90%	6279	Rp244

# REPORT CAMPAIGN PERIOD 2



# **BINAR ACADEMY (2022) - CAMPAIGN GOOGLE ADS**

**Brief:**

**with a budget of RP. 1,250.000, create a campaign on the Google ads platform to get website traffic**

**Objective: Website Traffic**

**Period : 25 Oct 2022 - 7 Nov 2022**

**Campaign Platform : Google ads (SEM)**

**Action :**

**Make a Keyword Planning, Make a media plan for a 1 period, campaign period for only 14 days, Executed end to end campaign, Optimize campaigns to ensure all targets are achieved and report campaigns**

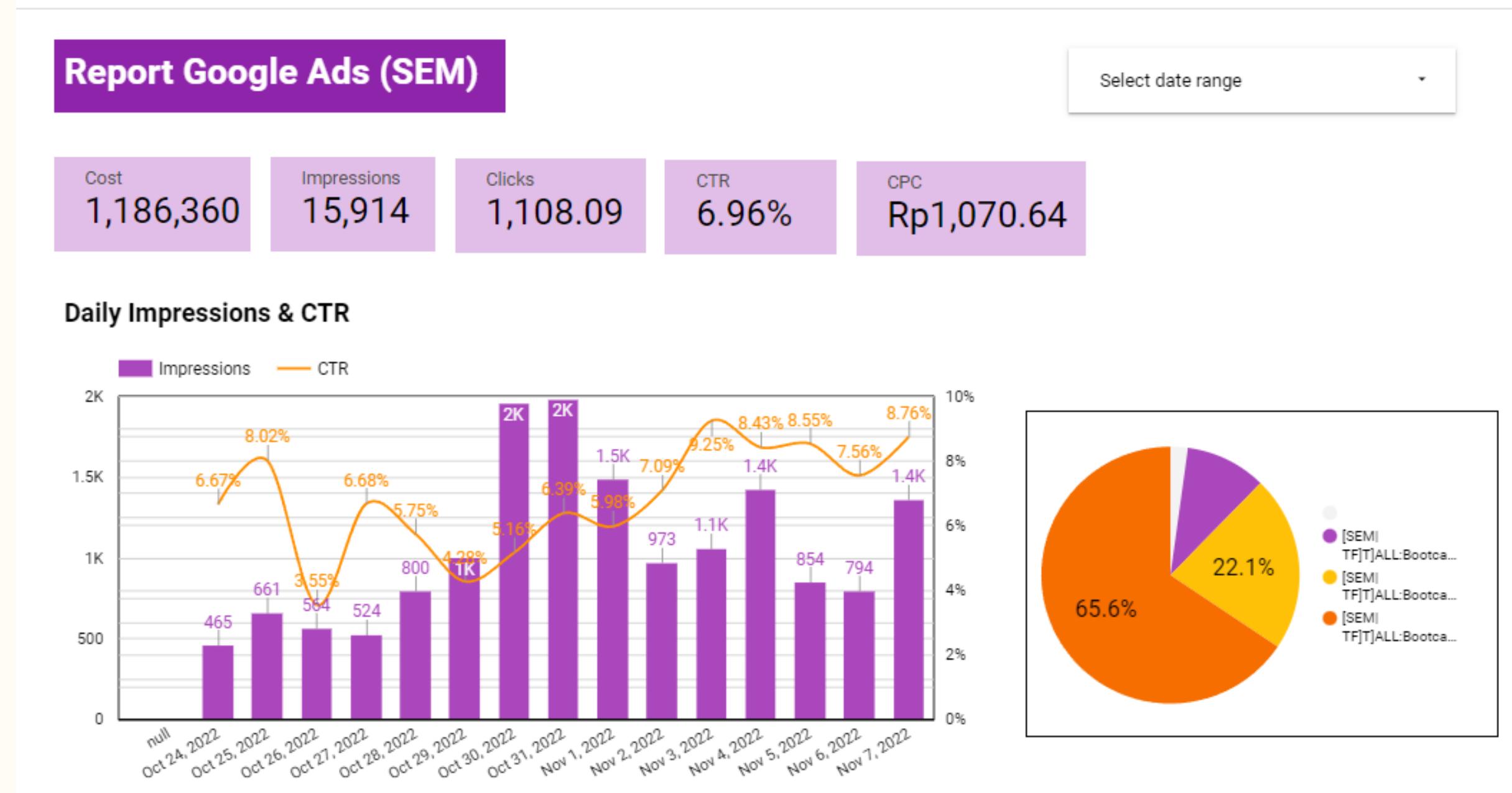
**Result:**

**With a budget of 1,186,360 the first campaign generated 1,108 clicks**

# MEDIA PLAN GOOGLE ADS

Channel	Placement/Type	Audience	Objective	Creative	Budget	Duration	CPM	Impressions	CTR	Click	CPC
Google Ads	SEM	All	Link Click	-	Rp1,250,000	14	Rp111,250	11,236	17.80%	2000	Rp625

## REPORT CAMPAIGN GOOGLE ADS





THANK YOU

