

# ANGGER AJI KUSUMA

## Digital Marketing

I'm an experienced social media specialist with expertise in planning and managing posts, optimizing content for SEO, and skilled in design. With a strong background across various platforms, I'm ready to make a positive impact on the team

### Contacts

✉ [anggerajiprayogokusuma@gmail.com](mailto:anggerajiprayogokusuma@gmail.com)

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

☎ [+62 851 5514 5788](tel:+6285155145788)

### Skills

Social Media  
Digital Advertising  
Content Strategy  
Campaign Optimization  
Data Analytics  
Conversion Optimization  
Search Engine Optimization  
E-commerce Operations  
Strategic Collaboration  
Customer Mapping  
Content Editing  
Scheduling Planning  
A/B Testing  
Audience Targeting  
Market Research

### Tools

Figma, Canva, Notion, Google Ads,  
Facebook Ads, Google Trend,  
Shopify,

## Founder SIINMEDIA

Full-Time, January 2023 – Present

- Managing social media content for @siinbooth, @cahjepara, @uniklasik, @ternoae and several other fan pages, ensuring consistency and visual appeal.
- Designing effective content strategies to enhance engagement and audience growth across all platforms.
- Aligning marketing strategies with sales objectives and supporting follow-up efforts to ensure effective closing.
- Developing effective content strategies to boost engagement and audience growth across all platforms.

## Digital Marketing Specialist CV Maha Niaga Artha

Full-Time, November 2022 – Present

- Managing social media content for @estehibukota, @mybestea, @rajasteak, and @kentang.gantenk, ensuring consistency.
- Recognized as the best Social Media Specialist for three consecutive months and gained 50,000 followers in two months.
- Designing effective content strategies to enhance engagement and audience growth across various social media platforms.

## E-commerce Administrator Rumah Gamis Jepara

Part-Time, November 2021 – June 2022

- Regularly updating stock on e-commerce platforms, ensuring product availability is always accurate and coordinated with the warehouse team.
- Managing the packaging and shipping process, including coordinating with courier services to ensure that items arrive on time and in good condition.

## Website Administrator My Print Kudus

School Internship, January 2021 – April 2021

- Regularly uploading and updating product descriptions, prices, and images, ensuring that information is always accurate and appealing.
- Implementing SEO strategies to enhance product visibility in search engines, driving increased sales.
- Collaborating with the team to ensure attractive product visuals and optimal website features while analyzing website performance.

## Training & Bootcamp

### Tiktok Ads Bootcamp Jogja

TikTok ADS Creativity Training  
June 12, 2023 – June 13, 2023

### Facebook Ads Bootcamp Jogja

TikTok ADS Creativity Training  
May 11, 2024 – May 12, 2024

## Education

### SMK Hasan Kafrawi Mayong

Software Engineering  
June 2019 – July 2022