

ARYA MARDHANI SYAPUTRA

DIGITAL MARKETING

Surabaya, Indonesia | aryamardhanisyaputra@gmail.com | +62-881-0274-8755-9 | Portfolio

A passionate Digital Business student from the State University of Surabaya, experienced in designing and executing social media ad campaigns to generate quality leads. Proficient in leveraging data analysis for market research and ad performance optimization. Eager to proactively contribute to driving brand awareness and ensuring campaign success in a dynamic environment.

EDUCATION

Surabaya State University S1 Study Digital Business – IPK 3.67	2023 – Present
Barunawati High School Surabaya Department of Social Sciences	2020 – 2023

WORK EXPERIENCE

Ray White Grand Pakuwon – Marketing Executive	Jul 2024 – Feb 2025
<ul style="list-style-type: none">Manage the entire marketing cycle for dozens of property listings, from digital content creation to successfully achieving sales targets.Building and maintaining good relationships with clients, and expanding networks through collaboration with fellow agents and mortgage consultants.Running advertising campaigns on digital platforms (Instagram, Facebook, TikTok) that consistently generate quality leads every month.	
The Westin Hotel Surabaya – Banquet Server	Dec 2022 - Present
<ul style="list-style-type: none">Building professional relationships with clients from various corporate events, ensuring high levels of satisfaction to encourage potential repeat business.Proactively identify upselling opportunities by offering additional services, contributing to increased revenue per event.Coordinate effectively with various teams (Event Manager, Kitchen, Vendors) to ensure the smooth running and success of dozens of large scale events.	

HARDSKILL

- Microsoft Office (Word, Excel, Power Point)
- Data-Driven Strategy & AI-Powered Automation
- Market Research & Opportunity Analysis
- Sales Presentation & Negotiation

SOFTSKILL

- Strategic & Analytical Thinking
- Agile Problem-Solving & Adaptability
- Persuasive Communication & Interpersonal Skills
- Proactive Initiative & Results-Oriented Mindset

CERTIFICATION

- Project Management, Prestasi Junior Indonesia, No.:018/PJI-JKT/CERT-VI/25
- HP LIFE - Entrepreneurship Course, Prestasi Junior Indonesia, No.:019/PJI-JKT/CERT-VI/25