






DEPIANTO

Digital Marketer

 Bandung, ID  +6283821298932  depianto7@gmail.com  Depianto  Portfolio

I'm a Digital Marketer with more than 3 years of experience in designing, managing, and optimizing cross-platform digital campaigns such as Meta Ads, Google Ads, TikTok, and Marketplace Ads. Expertise in SEO/SEM strategy, digital performance analysis using Google Analytics, Data Studio, and Ahrefs & SEMrush tools. Experienced in WordPress & Elementor based website development with focus on UI/UX and user conversion. Highly motivated to learn new technologies, analytical thinking, and able to work collaboratively and independently in a dynamic environment.

WORK EXPERIENCE

1. CV. Warna Aseli Printing – Digital Marketer

September 2022 – Present | Bandung, Indonesia

- Designing, optimizing and monitoring ads across various digital marketing Meta, Google, Tiktok, Marketplace Ads and SEO.
- Manage advertising aspects including setting up and optimizing A/B testing ads, media selection, KPI budgeting and scheduling.
- SEO-friendly optimization and identifying per-article keyword analysis with SEO techniques to increase website traffic and leads.
- Analyze, review and implement search engine optimized websites.
- Create, design and develop creative concepts in the form of videos or photos for campaigns that attract and engage the target audience.
- Build and manage brand presence on various social media platforms (Facebook Fanspage/Group, Instagram, Tiktok and Youtube Short).
- Create chat broadcast copywriter strategy.
- Design and develop websites using HTML, CSS, Elementor and Wordpress.
- Improve website responsiveness and speed as well as UI/UX optimization.
- Designing to increase conversions through websites that have been designed for target audiences.
- Create weekly and monthly reports.

2. CV. Larva Creative Industry – Digital Marketer (Freelance)

Mey 2024 – April 2025 | Bandung, Indonesia

- Manage, optimize and improve Meta and Marketplace Ads with A/B testing, media selection and KPI budgeting.
- Increase engagement on Instagram & TikTok with effective content strategy.
- Create monthly reports on ad effectiveness results and monthly analytics.

3. PleasurePlus – Digital Marketer

March 2022 – September 2022 | Bandung, Indonesia

- Design, optimize and monitor ads on various platforms including Meta, Instagram, TikTok and Marketplace Ads.
- Manage campaign aspects, including setting up and optimizing A/B testing campaigns, media selection, KPI budgeting and scheduling.
- Design and develop creative concepts in the form of videos or photos for campaigns that attract and engage target audiences.
- Manage social media (Facebook Fanspage, Instagram and Tiktok).
- Design and develop websites using Elementor and Wordpress.
- Improve website responsiveness and speed as well as UI/UX optimization.

- Designing to increase conversions through websites that have been designed for target audiences.
- Create weekly and monthly reports.

4. PT. Hiji Corp – Digital Marketer

January 2022 – February 2022 | Bandung, Indonesia

- Design, optimize and monitor ads across multiple platforms including Meta and Marketplace Ads.
- Manage advertising aspects, including setting up and optimizing A/B testing campaigns, media selection, KPI budgeting and scheduling.
- Design and develop creative concepts in the form of videos or photos for campaigns that attract and engage the target audience.
- Manage social media (Facebook Fanspage, Instagram and Tiktok).
- Design and develop websites using Elementor and Wordpress.
- Improve website responsiveness and speed as well as UI/UX optimization.
- Designing to increase conversions through websites that have been designed for target audiences.
- Create weekly and monthly reports.

5. AlifaKids – Digital Marketer (*Intership*)

October 2021 – December 2021 | Bandung, Indonesia

- Design, optimize and monitor ads in Meta.
- Manage advertising aspects, including setting up and optimizing A/B testing ads, media selection, KPI budgeting and scheduling.
- Manage social media (Facebook Fanspage, Instagram and Tiktok).
- Design and develop creative concepts in the form of videos or photos for advertisements that attract and engage target audiences.
- Design and develop websites using HTML, CSS, Elementor and Wordpress.
- Improve website responsiveness and speed as well as UI/UX optimization.
- Designing to increase conversions through websites that have been designed for target audiences.
- Create weekly and monthly reports.

EDUCATION

1. Adhirajasa Reswara Sanjaya University – Bandung

Bachelor Degree – Informatics Engineering | 2016 – 2020 | GPA : 3.02/4.00

SKILLS

- **Digital Ads** : Meta Ads, CPAS, Google Ads and Marketplace Ads.
- **SEO/SEM** : Ahrefs, SEMrush, Google Trends.
- **Web** : HTML, CSS, Wordpress (Elementor) and Berdu.
- **Microsoft** : Word, Excell and Power Point.
- **Tools** : Google Analytic G4, GTM and Data Studio.
- **Desain** : Photoshop, Illustrator, Figma and Filmora.
- **Soft Skills** : Communication, Teamwork/Individual, Creative and Analytical.