



KETUT SUSILO

Marketing

Contact



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About Me

A professional marketer with over 5 years of experience in designing and implementing digital and conventional marketing strategies. Proven to increase brand awareness and sales through creative campaigns, market analysis, and optimization of social media and paid advertising.

Education

Bachelor of Communication Science – University of Indonesia

Graduated: 2017 | GPA: 3.68/4.00

Experience

Digital Marketing Specialist – PT. Maju Jaya Abadi

January 2022 – Present | Jakarta

- Managing digital campaigns (Google Ads, Meta Ads) with ROI increasing up to 35% in 1 year.
- Analyzing campaign performance using Google Analytics and compiling monthly reports.
- Increasing social media engagement by 60% through interactive content.

Certification

- Google Ads Search Certification – Google (2024)
- Digital Marketing Fundamentals – RevoU (2023)
- SEO Specialist Certification – HubSpot Academy (2022)

Skills

- Digital Marketing (SEO, SEM, Google Ads, Meta Ads)
- Copywriting & Content Marketing
- Microsoft Office & Google Workspace
- Tools: Canva, Adobe Photoshop, Google Analytics, Hootsuite

Language

- Indonesian
- English
- Mandarin

