

# DHIKA RAMADHAN SAPUTRA

Purwokerto, Central Java, 53152 | +62 878-9036-8816 | [dhikaramadhansaputra@gmail.com](mailto:dhikaramadhansaputra@gmail.com) |  
<https://www.linkedin.com/in/dhikaramadhansaputra/>

## ABOUT ME

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I am a student at Muhammadiyah University of Purwokerto, pursuing a Bachelor's degree in Computer Science. I possess diverse experiences, one of which involves managing TikTok and Instagram accounts to promote my online shop. My marketing strategies involve staying current with social media trends, resulting in the attainment of over 300,000 likes on TikTok. Additionally, I have served as a content planner at Tribeindo, a consultancy services and business company. Currently, I am embarking on a venture to become a Gaming YouTuber, commencing from April 30, 2023.

## WORK EXPERIENCE

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**Youtube Content Creator (Valler Saputra)** – Purwokerto, Banyumas district 2023  
*Creator*

A Youtube Content Creator with a gaming background since April 30, 2023.

- Recording / live streaming on Youtube.
- Performing simple editing processes on previously recorded footage.
- Creating content on TikTok with an effort to drive the growth of the Youtube channel.

**Tribeindo** – Batam, Riau Islands 2023  
*Content Planner*

A company engaged in consultancy services and business.

- Define the TikTok Tribeindo account niche.
- Determine content pillars based on the established niche.
- Seek inspiration and real-life examples as references for content creation.
- Develop an editorial plan by aligning content pillars with available content references.

**Steaky Steak Purwokerto** – Purwokerto, Banyumas district 2022  
*Helper*

A food outlet that focuses on selling various types of steaks and Ice Blends

- Serving a menu with Standard Operating Procedures (SOP) and consistent flavors.
- Controlling and recording every available kitchen ingredient and inventory (Stock Opname).
- Recording and reporting the shopping list to the relevant department based on Stock Opname.

**Angkringan** – Purwokerto, Banyumas district 2021  
*Owner*

Sales of food and beverages (such as milk, coffee, and ginger) using a pushcart and mat..

- Analyzing the Pros and Cons of the Potential Angkringan Location.
- Successfully Establishing an Angkringan with 3 Friends During the Pandemic and Achieving Break-Even Point within 1 Month.
- Building Strong Relationships with Suppliers and Customers.
- Accurately Recording and Managing Incoming and Outgoing Funds, Including Transactions and Non-Transactions with Detailed Accuracy.

**Online Shop (\_aetos.id)** – Purwokerto, Banyumas district 2021  
*Owner*

Selling hijabs and piggy banks with a target by leveraging online marketplaces to expand the customer base.

- Analyzing the potential and threats of product in both online and offline market.
- Successfully Offering Over 60 Hijabs and Selling More than 150 Piggy Banks with a 100% Profit Margin in Both Online and Offline Markets.
- Implementing Trend-Based Marketing on Social Media and Successfully Garnering Over 300,000 Likes on TikTok.
- Consistently Maintaining Product Quality, Resulting in a 4.9-Star Rating and Positive Feedback on Shopee.
- Recording and Managing All Cash Flows with Detail and Accuracy..
- Learning and Updating Marketing Strategies by Following Social Media Trends.

## **FORMAL EDUCATION**

<b>Muhammadiyah University Purwokerto</b> – Purwokerto, Banyumas district	2022 - Now
<i>Pursued a Bachelor's degree (S1) in the Faculty of Engineering and Science with a major in Computer Science.</i>	
<b>Public Senior High School 3 Purwokerto</b> – Purwokerto, Banyumas district	2019 - 2022
<i>Graduated after 3 years of education in the Science program.</i>	

## **ORGANIZATION AND COMMITTEE EXPERIENCE**

**Musyawarah Besar Badan Eksekutif Mahasiswa Banyumas Raya** - Purwokerto  
*Secretariat Staff* 2023

- Organizing and preparing draft sessions and rules of procedure for each university delegation.
  - Organizing and preparing necessary letters during the preparation period.
  - Creating and monitoring the registration and attendance media for both committee members and university delegations.
  - Archiving newly created documents and documents from the previous year's sessions.

**Banyumas Campus Expo 2023** - Purwokerto 2023  
*Sponsorship Staff*

- participated in designing 5 fundraising methods.
  - Created more than 50 lists of companies to be approached for sponsorship collaboration.
  - Offered sponsorship collaboration invitations and conducted negotiations with company representatives.
  - Successfully invited 16 companies or similar entities to become partners as sponsors within approximately 2 weeks.
  - Established and maintained good relationships with company representatives.
  - Accompanied company representatives during the main event.
  - Successfully achieved the highest fundraising target compared to previous years.

## **ADDITIONAL INFORMATION**

<b>Software Skills</b>	: Microsoft Office (basic), Figma (basic) Capcut (basic).
<b>Soft Skills</b>	: Teamwork, Problem-solving & Decision-making, Communication, Leadership, Time Management.