

DIDIT INDRA WASPADA

DIGITAL MARKETING - CONTENT CREATOR

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A recent Marketing Management graduate who is competent in digital and creative marketing strategies. Proficient in social media management, graphic design (branding, advertising, feed social media & identity), AI generative, web development, and video editing. Able to conduct market research, analyze consumer needs, and compile marketing performance reports to support business growth.

FIELD OF EXPERTISES

Graphic Design	AI Generative	Market Research
Video Editing	Content Creation	Communication

TECHNICAL SKILLS

Multimedia Marketing: Capcut, Premiere Pro, Figma, Canva, Affinity	AI Tools: Gemini, Higgsfield, Dreamina
Digital Marketing: Mailchimp, Meta Business Suite, Manychat, Semrush	Marketing Admin: MS Excel, Spreadsheets

EDUCATION

Politeknik Negeri Malang • Formal **July 2021 - Aug 2025**
Applied Bachelor Marketing Management (S.Tr.M), 3.37/4.00 GPA

- Department Commercial of Administration
- Thesis “Media Promosi Berbasis Website Dengan Aplikasi CMS WordPress Pada UMKM Myth Bake House Malang”

WORK EXPERIENCES

Koperasi SAE Pujon • Internship **21 Aug 2024 - 22 Sept 2024**
Marketing and Admin Intern

- Managed production administration and supply chain distribution to maximize the performance of the pasteurized milk division.
- Designed strategic marketing assets (catalog products, brochure, and facility infographics) to enhance brand visibility and promotional sales campaigns.

Content Creator • Self Employed **Sept 2023 - Present**
Influencer @diditindraw

Creating educational or promotional content with a niche focus on AI/tech, videography, self-development, personal growth, and my daily vlog. Managing social media accounts with over +608 Instagram followers, 3,000 TikTok followers, and 110 YouTube subscribers.

ORGANIZATION EXPERIENCES

Tim Branding D4 MP Polinema • Organization **Oct 2024 - Dec 2025**
Video Editor Staff

- Produced and edited, Successfully Creating High Engagement Video Content including MP Talks Podcast 325 Views, Event Recap “Pesta Rakyat 2025” 2,337 Views, Recap “PKKMB/Prastudi” 1,980 views, and MP Insight Sharing Collab AI Expert Anjas Maradita, total accumulating 4,620+ views. The Followers Grow Up to 784+.
- Documented the 2025 Project-Based Learning (PBL) Expo by capturing and managing raw footage before edited.
- Leveraged AI tools (Capcut & OpusClip AI) to create video podcast clippers from MP Talks Program.

CERTIFICATION & TRAINING

• Managerial Marketing Personnel For Marketing Work Area (BNSP)	Nov 2024
• Intro to Digital Marketing (RevoU)	Sept 2024
• Creating Marketing Campaign (MySkill)	Jan 2024
• AI Ignition Training From Basics to Breakthroughs AI (Kumpul x AVPN)	July 2025
• Microsoft Excel Basic Formula (MySkill)	May 2025
• Business Analyst and Product Strategist (Dibimbing)	Jan 2026