

DIDIT INDRA WASPADA

DIGITAL MARKETING SPECIALIST - 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

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| Graphic Design | AI Generative | Market Research |
| Video Editing | Content Creation | Communication |

TECHNICAL SKILLS

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|---|---|
| Multimedia Marketing: Capcut, Premiere Pro, Figma, Canva, Affinity | AI Tools: Gemini, Higgsfield, Dreamina |
| Digital Marketing: Mailchimp, Meta Business Suite, Manychat, Semrush | Marketing Admin: 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.
- Design more than 6+ marketing media assets (catalogues, brochures, infographics, organizational structures) that contribute to increased brand visibility and promotional 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

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| 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 |