

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

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: Excel/Spreadsheets

EDUCATION

Politeknik Negeri Malang • Formal	July 2021 - Aug 2025
Applied Bachelor Marketing Management (S.Tr.M), 3.37/4.00 GPA	
<ul style="list-style-type: none">Department Commercial of AdministrationThesis "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	
<ul style="list-style-type: none">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	
<ul style="list-style-type: none">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