



ISMI YULIANSYAH

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Summary

A top graduate in Multimedia with a strong passion for social media marketing and digital strategy. Experienced in managing and optimizing social media platforms, crafting engaging content, and executing data-driven campaigns to enhance brand presence. Proficient in content planning, analytics, and audience engagement, with hands-on experience from training programs in social media marketing, SEO, and paid advertising.

Experience

SOCIAL MEDIA MARKETING COURSE

Dec 2024

by Hubspot Academy

- Diving deep into social media marketing strategies to help businesses achieve goals such as brand awareness and increased conversions.
- Learning how to plan relevant and engaging content, manage social media calendars, and measure performance using KPIs like engagement rate, click-through rate, and conversions.
- Additionally, understanding storytelling techniques to build connections with the audience, social media monitoring for feedback, and the fundamentals of paid advertising to enhance campaign effectiveness.

SOCIAL MEDIA MANAGEMENT (Volunteer)

Nov - Jan 2024

Speaking English Community

- Managed social media accounts to enhance engagement and grow brand awareness among language enthusiasts
- Developed and implemented weekly content calendars, including educational posts, event promotions, and interactive content
- Crafted engaging social media captions and applied copywriting techniques to boost interaction, such as using Call-to-Action (CTA) prompts that encourage the audience to participate through likes, comments, or shares.

GRAPHICS DESIGN - CV ALF Solution (PKL)

Jun - Sept 2023

- Understanding client briefs and developing them into creative designs.
- Creating logo and poster concepts for various industries, including retail, technology, and F&B.
- Revising designs based on client feedback.
- Presenting design ideas to clients with explanations of brand-supporting elements.

Education

SMKN 7 GARUT

- Ijazah Score : 84.24
- 3rd Best Student in Multimedia

Hard Skills

- Content Creation & Marketing
- Google Analytics
- Creative Design With Canva
- Copywriting
- Social Media SEO
- Video Editing (Capcut)

Soft Skills

- Communication
- Time Management
- Problem Solving
- Analytical Thinking
- Creativity
- Customer-Oriented

Certification

Exp Dec 8 2024 - Dec 8 2025

- [Google Ads Certification](#)

Exp Dec 17 2024 - Jan 16 2026

- [SEO Certification](#)

30 August 2024

- [RevoU - Digital Marketing](#)