

# LUTHFI HILMAWAN

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Active student of the Department of Information Technology with interest in Digital Business and E-Commerce, Universitas Brawijaya. A conscientious and adaptable person. During college has experience in running several Social Media Marketing projects creating and analyzing websites, Marketing, strategy content planner, and copywriter. has digital marketing skills Google Ads, Google Analytics, SEO and SEM.

## EDUCATION

**Universitas Brawijaya**

August 2021 - Now

**Teknologi Informasi - Bisnis Digital dan E-Commerce**

**3.48/4.00**

## EVENT

**Esport Vokasi**

Sep 2023

- Participated in the Universitas Airlangga Competition "Digital Office Management Summer Program" and won 3rd place.

## VITION 2023 (Divisi Acara Esport)

Agu 2023 - Nov 2023

Vition 2023 is a forum for physical and non-physical sports to channel the talents of students of Universitas Brawijaya, Faculty of Vocational Studies.

- Site Survey to make a venue agreement at the Dieng Campus II building
- Creating a Competition Chart Per Team
- Making Mobile Legend Competition Rules (BOOKLET)
- Organize / Create Event Rundown

## PROJECT

### Website

April 2023

Created and managed 4 websites (Oracion.store, T-shirt Design Tips, Weding Junction and Hana Home Gallery) using WordPress and Blogspot through Visual Code. The websites are connected with Google ADS, Google Maps, Google tag manager and Google Trends.

- Make the website appear on the main page of Google by using keywords.
- Get 157 interactions with customers on the Oracion.store website using Google ADS.
- Analyzing how many interactions and sources of clicks with GTA and GTM and related and interconnected articles to increase Brand Awareness.
- Advertise the Oracio.store and Hana Home Gallery websites using Google ADS.

### Event Workshop Seminar

Juni 2024

Creating a seminar entitled "From Zero To Hero: Starting Your Own Business" on June 28, 2024. This seminar contains how to create a business from 0 and educate for the first time to create a business.

- Connecting sources to become event speakers.
- Serving as Moderator.

### Hana Home

Des 2023

Creating a ceramic urn business website located in East Jakarta Jl.Kalisari 11. This website is made to facilitate sales through social media.

- Create a website and catalog through wordpress (<https://hanahomegallery.com/home/>).
- Create a store logo.

## **Project UMKM Optimis Snack Sosial Media Specialist**

**Agu 2023 - Jan 2024**

Create and handle content planner for 6 months on Instagram and Tiktok using ADS to get GOALS and increase product sales.

- Increased brand awareness.
- Increased sales by 50%.
- Gained 1000+ reach on Instagram.
- Get 300-1000 views per tiktok video.
- Analyzed consumer demographics.

## **Discount Poster**

**Okt 2022**

This project is to create an attractive and simple food poster, so I created this burger poster to sell and make discounts for consumers. will be distributed through social media to reach more consumers.

- Create a poster using adobe photoshop

## **Wedding Junction**

**Jun 2023**

Creating a digital invitation service website to make it easier for people to make wedding invitations, this website is made with Wordpress by using elementor and adding canva to produce digital wedding invitations.

- Creating a Website using Wordpress
- Designing Invitations through Elementor and Canva
- Already received some customers.

## **Project Editing Short Film**

**Jun 2024**

Editing a short film entitled "UMKM GO-DIGITAL". Editing this film using the Capcut application and also the Filmora application, this short film is 30 minutes long and the actors are several Brawijaya University students. And this short film airs on Youtube "<https://youtu.be/YnmmfFPgwOM?si=nnCoTlcJRX1aL0Y8>"

## **Social Media Officer**

**Okt 2024 - Feb 2025**

Being the Head of Social Media "IDEAL JABAR", Organizing and Managing this Social Media Officer Team so that it is in accordance with the goals and objectives. Creating Content Planning, Creating Pillar Content and Determining Goals and Value of Content that has been created in accordance with the intended target audience.

- Increased brand awareness "IDEAL JABAR"
- Fill in the Content Plan for 2 Weeks
- Gained 15,000k Insights and 298 Interactions in 1 month on Instagram 24 Nov - 23 Dec
- Create Content Brief and determine target audience, Content Pillar and create Content brief from Media Parthner.

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## **SKILLS**

### **Techinal Skills**

- Ms Word
- Google (ADS,Tiktok,Instagram)
- WordPress
- Content Planning, Trend Analylis
- Editing (Capcut, Adobe photoshop, Vn)
- Sosial Media Spesialist ,Strategict
- Pemograman (Html,CSS,Blogspot)

### **Soft Skills**

- Teamwork
- Time Management
- Problem Solving
- Adapt quickly
- Planning Skill
- Leadership