

Anggiani Sukma Putri

Digital Marketing Enthusiast | Performance Marketing

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About Me

I'm Anggiani Sukma Putri, passionate about creativity and teamwork. After transitioning from Customer Service to digital marketing, I completed a 13-week course and achieved a 41% CPC drop on Meta ads in 5 days and 37% on Google ads in 3 days. I specialize in Organic/Paid Ads, Analytics, CRM, and excel in communication, strategy, and stakeholder management—making me a strong fit for the Digital Marketing role.

Education

RevoU (May, 2023 – Sep, 2023) Full Stack Digital Marketing Program

Grade: 97.62% / 100%

RevoU is an Online Academy that prepares students across Indonesia for most in-demand tech jobs with 13 weeks intensive online class. Learning subjects: Performance Marketing, Paid Ads, Organic Ads, Analytic Tools, Product Marketing and Landing Page

Islamic University of Indonesia (Sept, 2015 – Nov, 2019) Bachelor of Communication

GPA: 3.69 / 4.00

Field of study: Public Relations, Advertising and Applied Communication.

Working Experiences

Ads Specialist, Mixist Digital Consultant (Feb, 2025 - Present) Remote

- Proposed and analyzed digital marketing strategies tailored to client needs using both Meta Ads and Google Ads platforms to optimize campaign performance and return on investment (ROI).
- Developed and implemented end-to-end digital marketing strategies across Meta and Google channels to drive brand awareness, lead generation, and conversions.
- Prepared and presented weekly and monthly campaign performance reports to clients, ensuring data-driven insights and strategic alignment.

Performance Marketing, PT Batik Innovation Margaria (Aug, 2024 - Feb, 2025) Yogyakarta, Indonesia

- Develop and implement digital marketing strategies for Meta Ads including CPAS
- Create content brief
- Analyze and report performance, propose optimization for Meta Ads

Digital Marketing, Mirelle Mibelle (Mar, 2024 - May, 2024) Semarang, Indonesia

- Developed and implement digital marketing strategies for Meta Ads include CPAS, analyze performance, propose optimization, report campaign performance, create content brief and copywriting
- Increased ROAS almost 9% and purchase by almost 25% on CPAS within a month
- Decreased CPR by 11% after optimization and achieve more than 166,000 impression on traffic campaign within 10 days

Performance Marketing Associate, Tahu Dhemitra (Nov, 2023 – January, 2024) Remote

- Build paid ads campaign strategy for Meta Ads, Setup and run campaign in Meta Ads, Analyze performance and propose optimization for Meta Ads
- Obtained 89 leads during a 20-day campaign
- Decreased CPL by 29% after optimization in the first week with a nearly 2% highest CTR

Performance Marketing Associate RevoU X Zurich and Larusso Virtual Internship (Oct, 2023 – Nov, 2023) Remote

- Build paid ads campaign strategy for Google Search Ads and Meta Ads
- Setup multiple type of campaign in Google Search Ads and Meta Ads
- Analyze performance and propose optimization for Google Search Ads and Meta Ads

Performance Marketing Project - RevoU X Dapur Seiso (May, 2023 – Aug, 2023) Remote

- Running online catering business with real budget and real campaign (Google and Meta Ads)
- Research business and competitor analysis, Create Campaign, Implementation, Monitoring & Ad Optimization
- Report performance campaign (Weekly & Bi-Weekly)

Customer Service (Intern, Staff Agent, Team Lead), PT Soyaka Cerdas Kaya (June, 2021 – Feb, 2023)

Yogyakarta, Indonesia

- Managed around 50 customer complaints daily through chat following KPIs and daily goals, earning a user feedback rating of 4.8/5.
- Managed about 100 customer complaints every day via chat and calls, meeting goals and surpassing targets. Worked with internal teams to solve the issues.
- Supervised 2 teams of 9 members each to meet KPIs, deliver great service, support team members, and create reports.

Marketing Communications Intern, Suara Merdeka Group (Sept, 2019 – Nov, 2019) Semarang, Indonesia

- Assisted in planning events for Suara Merdeka's branding, handling data, content creation, and speaker-company coordination for "Coffee Morning" event in 10 locations with around 40 visitors each, and a Tourism Seminar with 250 participants. Graded with an "A" (645/700)
- Handled their *Instagram* (copywriting) with average engagement rate 1.12% per post.

Additional Information

Skills: Meta Ads, Google Ads, Analytic Tools, Communication, Analytical Thinking, Detail Oriented **Certification:** 1. [Mini Course Digital Marketing Program, RevoU](#) (March, 2023) 2. [Full Stack Digital Marketing Program, RevoU](#) (Oct, 2023) 3. [Google Analytics for Beginners, Google](#) (Sept, 2023)