

MUHAMMAD DZAKI PRATIDA

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PROFESSIONAL SUMMARY

Solving business problem is what Dzaki passionate about. Throughout Dzaki’s journey, he has successfully worked for multiple brands in various industry. With 2+ years of experience in digital marketing and analytics field, Dzaki strengthening business-analytical knowledge through Master’s degree at IE Business School. Currently, Dzaki is looking for a new opportunity in Madrid, Spain as an Intern.

EDUCATION

IE BUSINESS SCHOOL

MADRID, SPAIN

Masters in Digital Business and Innovation

APR. 2024 – MAR. 2025 (EXPECTED)

- LPDP, Scholarship Awardee from Indonesian Government (2024)

UNIVERSITAS GADJAH MADA

INDONESIA

Bachelor of Computer Science (International Program)

AUG. 2017 – DEC. 2021

- Final Thesis: Sentiment Analysis for eCommerce using Naïve Bayes Algorithm (2021)
- Global Internship at DevX Startup Accelerator in India (2020)

PROFESSIONAL EXPERIENCE

FREELANCE, SELF EMPLOYED

INDONESIA

Digital Marketing Consultant

NOV. 2022 – APR. 2024

- Acquired 8 clients in beauty, fashion, and lifestyle industries on paid channel ads solutions.
- Managed end-to-end marketing consultancy from pitching, reporting, and executions.

STILT STUDIOS (HOSPITALITY AND SUSTAINABILITY)

BALI, INDONESIA

Marketing Analyst

NOV. 2022 – JUN. 2023

- Increased ROI growth from 13x to 19x in Q2, 2023 by launching digital marketing campaign for hospitality products.
- Led a website revamp project in collaboration with cross-functional teams resulting in a significant increase in monthly website leads by 1.5x.
- Mapped existing data analysis process from multiple sources of dataset within the company, identified areas of improvement, and presented the data visualization dashboard.
- Performed competitor analysis, market trends, and A/B testing on paid channel for APAC and EU markets.

SCHOTERS BY RUANGGURU (EDUCATION TECHNOLOGY)

JAKARTA, INDONESIA

Digital Marketing Executives

JAN. 2022 – NOV. 2022

- Achieved 147% revenue target via execution of Company Anniversary Go-To-Market (GTM) campaign; encompassed various channels including SEO, KOL, social media, advertisement, webinar events, and CRM.
- Managed and mentored a team of 12 interns during 8-months project.
- Translated business KPI into project milestone, budget allocation, OKRs for each marketing channel, and crafted a comprehensive digital marketing strategy to align with organizational objectives.

LANGUAGES

English (Fluent)

SKILLS

Tableau | Python | Google Analytics | Meta Ads, TikTok Ads, Google Ads

MAJOR PROJECTS

- Digital Marketing Mentor at ADPList (2022-2023). Delivered 50+ mentoring session for mentees coming from 15 countries.
- Public speaker for digital marketing workshop, mainly collaborate with education-tech startup and engage with fresh-graduate / undergraduate students.

OTHER INTERESTING INFORMATION

- Public speaker and micro-influencer on TikTok with educational content segment for Indonesian market.