

PUTRA BANGSA

Digital Marketing Executive

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SUMMARY

A digital marketing executive with 4+ years of experience in the digital marketing industry. Familiar with creating multiple ad campaigns on Google, Facebook, and Instagram. Proven success generated 20% revenues and 40% engagement during the campaigns.

EXPERIENCE

PT SAYANG PEKERJA - Jakarta, Indonesia

Digital Marketing Executive (June 2020 - present)

- Lead the development of various digital marketing strategies such as engagement, sales conversion, and competitor analysis.
- Conceptualize and manage ad campaigns on Google with an average ROI of 20% for one year.
- Collaborate with teams from each department to ensure campaign strategies are aligned with business values and goals.

PT KANTOR IMPIAN - Jakarta, Indonesia

Digital Marketing Officer (May 2017 - May 2020)

- Creating digital marketing campaigns for online channels like websites and social media.
- Using data from tools like Google Analytics to check the effectiveness of marketing campaigns.
- Tracking the success of campaigns and presenting the findings to management.

EDUCATION

UNIVERSITAS KEMAJUAN BANGSA (2013 - 2017)

Bachelor of Marketing Management - GPA 3.6

CERTIFICATIONS

- Google Analytics Individual Qualification
- Google Ads Certification
- Facebook Certified Planning Professional

SKILLS

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|--------------------------|------------------------------------|
| • Digital marketing | • Search Engine Marketing (SEM) |
| • Social media marketing | • Search Engine Optimization (SEO) |
| • Lead generation | • Market research |