



EKO SUGIONO

*Digital Marketing Expert
Bisnis Owner*

Contact Me



+0811-360-8041



spojaya@gmail.com



www.linkedin.com/in/ekosugiono

About me

As Eko Sugiono, I'm a fervent believer in empowering others to excel in digital entrepreneurship and personal growth. Founder of the SPO Online Entrepreneurship School, I demystify internet marketing for aspiring entrepreneurs. My expertise extends to NLP and counseling, unlocking potential and fostering transformation.

My writings and mentorship through the JARBIS network share insights and inspire action. A Ju-Jitsu trainer, I embody discipline and resilience. Join me in exploring the boundless opportunities of the digital and personal development realms.

Together, we can turn visions into reality and challenges into stepping stones towards success.

Formal Education

- 1983 - 1988
Elementary School: Sekolah Dasar Negeri Keputran VII Surabaya
- 1988 - 1991
Junior High School: Sekolah Menengah Pertama Negeri 10 Surabaya
- 1991 -1994
Senior High School: Sekolah Menengah Atas Negeri 18, 1991 Surabaya
- 1995 - 2000
Tertiary Education: Institut Teknologi Adhi Tama Surabaya, Major in Electrical Engineering Surabaya

Non Formal Education

- NLP Practitioner: Training on Neuro-Linguistic Programming, a method for influencing brain behavior through language and communication to achieve specific goals.
- Hypnosis: Learning techniques to induce a state of heightened suggestibility for therapeutic purposes or self-improvement.
- Coaching Counseling: Training on guiding individuals through advice and support to resolve personal or psychological challenges.
- Hipnoselling: A blend of hypnosis techniques and selling skills to enhance persuasive communication in sales.
- Business Coaching: Education on mentoring business professionals and entrepreneurs to develop strategies, solve problems, and improve performance.
- Life Revolution: Workshops or seminars aimed at transformative life changes, focusing on personal growth, goal setting, and achieving life satisfaction.
- Marketing Revolution: Training on innovative marketing strategies and techniques to revolutionize how products and services are promoted.
- Business Revolution: Courses on modern business practices and innovative strategies for entrepreneurship and business management.
- Financial Revolutions: Seminars on innovative financial strategies, wealth management, and investment to achieve financial freedom.
- Happiness Revolution: Programs dedicated to finding and cultivating personal happiness, well-being, and life satisfaction.
- Social Media Marketing Specialist: Courses on leveraging social media platforms for marketing, focusing on strategies to engage audiences and promote brands or products.
- Digital Entrepreneur Academy: Comprehensive training on starting and managing digital businesses, covering various aspects of digital marketing, e-commerce, and online business models.
- Financial Literacy: Education on understanding and effectively managing personal finances, investments, savings, and budgeting.
- Grounded Business Coaching: Coaching focused on practical, real-world strategies and solutions for business growth and management.
- Leadership Grounded Business Coaching: Specialized training on leadership within the business context, emphasizing grounded, practical approaches to leading teams and organizations.
- Grounded Public Speaking: Practical training on public speaking and presentation skills, focusing on authenticity, effective communication, and audience engagement.
- Grounded Book Writing: Workshops or courses on writing books with a practical, step-by-step approach, focusing on developing content that resonates with readers and achieves specific goals.
- Life Revolution: Workshops or seminars aimed at transformative life changes, focusing on personal growth, goal setting, and achieving life satisfaction.
- Various Business and Marketing Seminars



Expertise Skill

- Digital Marketing: Extensive experience in digital campaigns, social media strategy, and online entrepreneurship.
- Web Development: Proficiency in web development using CMS WordPress.
- Public Speaking: Skilled in engaging and inspiring audiences.
- Business Coaching: Strategic planning and implementation for business growth.
- Coaching and Counseling: Proficient in NLP and personal development.
- Ju-Jitsu: Competent trainer and referee.

Professional Experience

- Roles include Practitioner & Trainer in Internet Marketing
- Entrepreneur and business owner
- NLP Practitioner and Counseling Coach
- Author, and mentor.

Additional Information

- BNSP Certified in UMKM Coaching and Digital Marketing: A certification acknowledging expertise in coaching small and medium enterprises (UMKM) and digital marketing strategies.
- BNSP Certified in UMKM Coaching Certified in Digital Marketing Planning: Recognition of proficiency in planning and executing digital marketing strategies to achieve business objectives.
- Digital Literacy Trainer Certificate by KOMINFO: A certification denoting the ability to train individuals in digital literacy, authorized by the Indonesian Ministry of Communication and Information Technology (KOMINFO).
- Trainer Certificate for Digital Entrepreneur Academy by KOMINFO: Accreditation as a trainer for the Digital Entrepreneur Academy, focusing on nurturing digital entrepreneurship skills, endorsed by KOMINFO.
- Master G-Coach Pro Certification: A distinguished certification recognizing advanced skills in coaching, with a focus on the G-Coach Pro methodology, indicating a high level of expertise in professional coaching practices.

Organizations

- JARBIS (Jaringan Bisnis Indonesia), Field: Business Networking
- Relawan TIK (Teknologi Informasi Komunikasi), Field: Information and Communication Technology
- HISMI (Himpunan Saudagar Muslim Indonesia), Field: Business and Entrepreneurship
- AGCI (Asosiasi G-Coach Indonesia), Field: Coaching and Personal Development
- IIBF (Indonesian Islamic Business Forum), Field: Islamic Business and Finance
- NGG (Nusantara Gilang Gemilang), Field: Community Development and Entrepreneurship

Work Experience

- In-House Corporate Trainer (2019 - Present) : Conducted in-house training sessions for companies, focusing on digital marketing, public speaking, and entrepreneurship skills, enhancing employee capabilities and organizational performance.
- Trainer for Tourism Village Development (2020) : Collaborated with the Ministry of Education and Tourism of East Java to deliver training for tourism village development, boosting local tourism initiatives and community empowerment.
- Digital Entrepreneur Academy Trainer (2023 - Present) : Led comprehensive training programs for aspiring digital entrepreneurs, focusing on business model innovation, digital marketing strategies, and e-commerce, fostering the next generation of digital business leaders.
- Digital Literacy Trainer with KOMINFO (2020 - Present) : Implemented digital literacy training programs in partnership with KOMINFO, enhancing digital skills and knowledge across diverse communities, contributing to national digital empowerment initiatives.
- Master Trainer, Online Entrepreneurship School (SPO JAYA) (2010 - Present) : Oversaw the curriculum and training delivery at the Online Entrepreneurship School, guiding entrepreneurs through digital transformation and business growth strategies.
- Digital Marketing Trainer, Jong Digipreneur (2023 - Present) :: Specialized in training young entrepreneurs in digital marketing techniques, focusing on innovative strategies and tools to leverage digital platforms for business success.
- TikTok Marketing Trainer, Balai Diklat Surabaya (2023) : Conducted targeted training on TikTok marketing strategies, enabling participants to effectively use the platform for brand visibility and engagement.
- Social Media Marketing Trainer, Balai Diklat Surabaya (2023) : Led workshops on social media marketing, covering tactics for multiple platforms to increase reach, engagement, and conversion rates for businesses.
- SME Coach, Dinas Koperasi (2019) : Provided coaching and mentorship to SMEs under the Dinas Koperasi program, focusing on business development, digital adoption, and market expansion strategies.
- Instructor, BPSDMP KOMINFO (2020 - Present) : Taught courses on various digital skills and technologies as part of the national digital competency development program, supporting Indonesia's digital transformation goals.
- Public Speaking Trainer, Relawan TIK (2022) : Facilitated public speaking workshops for Relawan TIK volunteers, enhancing their communication skills for effective digital advocacy and community engagement.
- Private and In-House Trainer (2011 - Present) : Delivered bespoke training sessions for educational institutions, government agencies, and private organizations, covering a wide range of topics from digital marketing to leadership development.