

## Contact

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## Top Skills

Object-Oriented Programming (OOP)

Asynchronous work

Control Flow

## Languages

Bahasa Indonesia (Native or Bilingual)

Manadonese (Native or Bilingual)

Kupangnese (Native or Bilingual)

Sundanese (Elementary)

Balinese (Limited Working)

Javanese (Elementary)

English (Professional Working)

Minangkabau (Elementary)

## Certifications

Pacmann Academy Data Visualization & Wrangling | Certificate of ACHIEVEMENT

Data Analytics Academy C1-2023

Vibe Coders for Sales Growth & SaaS

Leadership Skill

Memulai Pemrograman dengan Dart

# Engel Willem

Young Pastor | Digital Marketer & Data Strategist | Vibe Coders for Sales Growth & SaaS. Transforming data into actionable strategies to support effective decision-making & innovative solutions.

Jakarta, Indonesia

## Summary

Filosof kritis-analitis yang menggabungkan teknologi, data, dan komunikasi. Berpengalaman digital marketing (brand, content, ads, marketplace, KOL) serta solusi digital ministry. Mengubah data jadi strategi praktis untuk keputusan organisasi & kemajuan yang inovatif.

## Experience

### SEVENTH DAY ADVENTIST CHURCH

Young Pastor

October 2025 - Present (4 months)

Central Region of Sumatra Conference

#### MAJOR DUTIES

##### \*Worship Leadership

- Assisted in leading Sabbath services, prayer meetings, and special worship events.
- Delivered sermons and devotionals tailored to youth and general congregations.

##### \*Pastoral Care

- Conducted home, prison and hospital visitations to provide spiritual support.
- Prayed and counseled individuals and families facing personal struggles.

##### \*Discipleship Ministry

- Organized Bible studies, discipleship groups, and baptismal classes.
- Mentored youth leaders in ministry and personal growth.

##### \*Community Outreach & Evangelism

- Initiated activities within the local community.
- Built small group fellowships to strengthen members and reach new believers.

## Key Successes & Specific Projects

### \*Digital Ministry Initiative

- Launched weekly online devotional.
- Result: on progress.

### \*Community Evangelism Drive

- Coordinated door-to-door evangelism and food distribution in local neighborhoods.
- Result: on progress.

### \*Administrative Contribution

- Designed a reporting system for church ministries (monthly activity).
- Result: on progress.

## PT. Simphoni Mitra Andalan

### Digital Marketing Specialist

September 2024 - May 2025 (9 months)

Tangerang, Banten, Indonesia

Professional Summary - <https://simphonifood.com/id/beranda/>

In my role as a Digital Marketing Specialist, I design and implement comprehensive marketing strategies across various digital platforms, including social media, email, and online advertising. My focus is on enhancing brand visibility and appeal while utilizing data analysis to optimize marketing campaigns for improved effectiveness.

## Key Responsibilities

## Branding 2 Brand: Develop and maintain a strong brand identity across digital channels (E-Commerce, Marketplace, Online Shop).

## Content Management & Planning: Strategically plan and create engaging content that resonates with target audiences on Instagram & TikTok.

## Brand Collaboration: Foster partnerships with other brands to enhance marketing efforts and expand reach.

## KOL Collaboration: Collaborate with Key Opinion Leaders (KOLs) to leverage their influence for brand promotion.

## Campaign Management: Oversee the planning, execution, and analysis of marketing campaigns to ensure alignment with business goals.

## Online Advertising Management: Manage online ad campaigns across various platforms to drive traffic and conversions.

## Marketplace Management: Optimize product listings and promotions on online marketplaces to increase sales.

## Market Research: Conduct market research to identify trends, opportunities, and consumer preferences.

## Strategic Marketing Development: Formulate strategic marketing initiatives based on data-driven insights.

## Event Management (Online & Offline): Plan and execute both online and offline events to promote brand awareness and engagement.

#### Skills

## Proficient in digital marketing tools and analytics platforms for campaign optimization.

## Strong communication skills for effective collaboration with internal teams and external partners.

PT. Mitra Haltim Makmur  
Digital Marketing Specialist  
May 2024 - August 2024 (4 months)  
North Jakarta, Jakarta, Indonesia

Professional Summary - <https://www.instagram.com/allinone.label/>

##Content Creation & Scheduling: Develop and schedule meaningful content tailored for Instagram, TikTok, and Shopee Video audiences to enhance engagement and brand presence.

##Content Consistency & Quality: Ensure all content adheres to brand guidelines, maintaining high standards of quality and consistency across platforms.

##Social Media Campaign Planning & Execution: Strategically plan and execute social media campaigns designed to achieve specific marketing objectives.

##Performance Monitoring: Monitor social media metrics and analytics to evaluate the effectiveness of campaigns, making data-driven adjustments as needed.

##Community Engagement: Actively engage with followers through comments, messages, and interactive content to foster a loyal community around the brand.

##User Feedback Management: Respond promptly to user inquiries and feedback to maintain positive relationships and enhance customer satisfaction.

##Trend Awareness: Stay informed about the latest social media trends, platform updates, and best practices to ensure the brand remains competitive in the digital landscape.

## Skills

##Strong analytical skills for assessing campaign performance and making data-driven decisions.

##Excellent communication skills for effective community engagement and relationship management.

## Yelvis Jeans

Small Business Owner

November 2019 - April 2024 (4 years 6 months)

Jakarta, Indonesia

Professional Summary - As a Business Owner, I Play the role of Digital Marketer with expertise in digital marketing, business development, and HR management at Yelvis Jeans, I successfully drove a 50%-70% increase in sales during the COVID-19 pandemic in 2020. My strategic marketing approach and HR have consistently resulted in impactful outcomes.

## Key Responsibilities

##Content Creation & Scheduling: Develop and schedule engaging content tailored for various platforms.

##Social Media Campaign Planning: Design and execute effective social media campaigns to enhance brand visibility.

##Metrics Monitoring: Analyze metrics and analytics to evaluate campaign effectiveness and optimize strategies.

##Community Engagement: Foster a loyal community by interacting with followers through comments, messages, and interactive content.

##User Feedback Management: Address user feedback promptly to maintain positive relationships and enhance customer satisfaction.

##Trend Awareness: Stay informed about the latest social media trends, platform updates, and best practices.

## Technical Skills

##Proficient in creating interactive content and persuasive copywriting across platforms such as TikTok, Instagram, Facebook, and Kaskus.

##Execute systematic marketing campaigns utilizing Facebook Ads, Instagram Ads, and TikTok Ads while optimizing CRM through various channels.

##Utilize content editing tools: like Wondershare Filmora, Photoshop, Capcut, and Canva for high-quality content creation.

## HR Management Experience

##Oversee Human Resources functions including job descriptions, standard operating procedures (SOPs), workplace culture management, and employee performance analysis.

#### Analytical Skills

##Employ data analysis to plan, evaluate, and develop business strategies effectively. Regularly utilize Microsoft Excel and Google Spreadsheets for financial reporting.

#### SocialVPS

##### Linux System Administrator

January 2021 - January 2022 (1 year 1 month)

Bekasi, West Java, Indonesia

As a SERVER ADMINISTRATOR, I am adept at orchestrating the seamless operation of complex network infrastructures. My expertise lies in the meticulous management, maintenance, and fortification of critical server systems to ensure unparalleled reliability and security.

#### Key Skills & Expertise:

## Network Management: Proficient in configuring and optimizing network hardware and software to uphold peak performance and efficiency.

## Security Implementation: Demonstrated ability to identify and neutralize potential security threats, safeguarding sensitive data and preserving network integrity.

## Performance Optimization: Skilled in monitoring server performance metrics, analyzing system logs, and executing strategic updates to sustain optimal functionality.

## Database Administration: Experienced in managing databases, ensuring data integrity, and maximizing availability through meticulous administration practices.

## Problem-solving: Equipped with a keen analytical mindset and adept troubleshooting skills to swiftly address technical issues and minimize downtime.

## Effective Communication: Strong communicator, adept at fostering collaboration, conveying technical information, and delivering exceptional support to stakeholders.

## Continuous Learning: Committed to staying abreast of emerging technologies and industry trends to drive ongoing innovation and maintain a cutting-edge skill set.

#### PT.Balimedianet Internusa

##### Network Engineer

February 2010 - July 2011 (1 year 6 months)

Bali, Indonesia

## Proven expertise in all aspects of computer networking, including Network Design with a focus on planning and selecting hardware configurations, Network Implementation involving installation and configuration of routers, switches, firewalls, and related devices.

## Adept at Maintenance and Upkeep, ensuring optimal network performance through regular updates and enhancements. Skilled in Troubleshooting, addressing connectivity issues, slow speeds, and security threats. Proficient in Network Monitoring, utilizing software for continuous performance assessment.

## Strong in Documentation, creating clear records of configurations and changes. Offers Consultation and Support to end-users, collaborates with cross-functional teams, and emphasizes ongoing Skill Development through staying updated on the latest technologies and trends in computer networking.

#### Bali Barong

##### Information Technology Supervisor

August 2009 - August 2010 (1 year 1 month)

Bali, Indonesia

## Managed and supervised IT operations at one of the largest cellphone retailers in Bali, including network installation, CCTV setup, and mobile device software troubleshooting, with a specialization in BlackBerry devices.

## Performed computer hardware and software installations, routine maintenance, and system upgrades.

## Conducted virus, trojan, and malware prevention, detection, and removal to ensure system security and optimal performance.

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## Education

Universitas Advent Indonesia

Bachelor's degree, Philosophy and Religious Studies · (August 2019 - December 2024)