

CREATIVE PORTFOLIO

BY: IMAN PATRIA YUDHA

Hello I'am **IMAN PATRIA YUDHA**

Introduction

Hi, I'm Iman Patria Yudha, a digital marketing professional and business analyst with 4+ years of experience managing campaigns for major brands. I combine practical expertise in digital strategy with strong business acumen, currently pursuing my MBA Finance at ITB. My work has been published in the Economics and Business Quarterly Reviews, and I've successfully grown digital platforms from scratch while delivering measurable business results through data-driven marketing strategies.

[My Paper](#)[Download Cv](#)

Short Description

Digital marketing expert and business analyst with over 4 years of experience, currently studying for an MBA in Finance at ITB. He's known for his data-driven strategies that grow digital platforms and improve business outcomes.

My Personality - INFJ

Known for data-driven strategies, solely intuitive, empathetic, and also visionary traits in order to understand and influence the digital landscape positively.

My EDUCATION

**Brawijaya
University**

(Bachelor of International Relations)

2018



**Bandung Institute
of Technology**

(Master of Business Administration)

2024



**Purwadhika Digital
Technology School**

(Full Stack Digital Marketing)

2024



TOOLS USED

Creative

Canva



CapCut

Analytics

Google
Search Console

Google Trends

 Google
Analytics 4

SEO

 SEMRUSH

 ScreamingFrog

 ahrefs

 SimilarWeb

Social Media

 SOCIALBLADE



Ads

 Meta



 TikTok
Ads

MY PROJECT



MY PROJECT



[Click here for detail](#)

KPI Project Performance										
No	Funnel	Metrics	Benchmark		Results		Progress			
			Purwadhika	Internal	Method	Bootcamp	Final Project	Total	Purwadhika	Internal
1	Awareness & Reach	Impressions	50,000 times	100,000 times	Organic	1,391,847 times	3,589,763 times	5,169,797 times	10339.5%	5169.80%
2		Reach	25,000 people	50,000 people	Paid	111,511 times	76,076 times	-	-	-
3		Clicks	250 clicks	500 clicks	Organic	568,359 people	785,167 people	1,468,912 people	5875.65%	2937.82%
4		Views	10,000 views	20,000 views	Paid	1,964 clicks	699 clicks	2,683 clicks	785.60%	392.80%
5		CTR (Traffic)	0.50%	0.50%	Organic	1,386,372 views	3,586,651 views	4,975,232 views	4975.32%	24876.16%
6		Total Engagement	1,000	2,000	Paid	1,837 views	372 views	-	-	-
7		Engagement Rate	2%	2.5%	Total	1,391,847	3,589,763	5,169,797	3.61%	3.94%
8		Leads	30 leads	40 leads	Organic	1 leads	2 leads	98 leads	326.67%	245.00%
9		Sales	1 SPK	2 SPK	Paid	57 leads	38 leads	-	-	-
10		Revenue	Rp150,000,000	Rp300,000,000	Total	2 SPK	0 SPK	2 SPK	200.00%	100.00%
11	Consideration & Engagement	Return on Ad Spend (ROAS)	4X	6X	Total	Rp308,250,000	Rp -	Rp 308,250,000	205.50%	102.75%
12		Bootcamp	1,391,847	568,359	Total	1,386,372	26,409	2700.36%	1800.24%	Rp2,051
13		Impressions	200,312	1,019,663	Total	1,953	7.67%	-	-	-
14		Instagram Reels	1,019,663	200,312	Total	1,953	7.67%	-	-	-
15		Instagram Images	5,475	4,412	Total	0	6.53%	-	-	-
16		TikTok	366,709	303,635	Total	6,168	2.03%	-	-	-
17		Bootcamp Total	1,391,847	568,359	Total	1,386,372	26,409	2700.36%	1800.24%	Rp2,051
18		Content Plan & Ads Report	-	-	-	-	-	-	-	-
19		Impression	Reach	Views	Total Engagement	Engagement Rate	-	-	-	-
20		Platform	Impression	Reach	Views	Total Engagement	Engagement Rate	-	-	-
21		Bootcamp	-	-	-	-	-	-	-	-
22		1	Instagram Reels	1,019,663	200,312	1,019,663	19.953	7.67%	-	-
23		2	Instagram Images	5,475	4,412	0	288	6.53%	-	-
24		3	TikTok	366,709	303,635	366,709	6,168	2.03%	-	-
25		Bootcamp Total	1,391,847	568,359	1,386,372	26,409	4.65%	-	-	-

[Content Plan & Ads Report](#)

This is the digital marketing project report for **Astra Daihatsu Cirebon Tuparev**, conducted by Group 1 of Purwadhika's DTIDM team.

The project ran from **June to July 2024** and included activities such as **social media activation, organic content creation, running advertisements, and lead generation**.

I served as **the lead of the Ads team** during this project.

57 Hot Leads

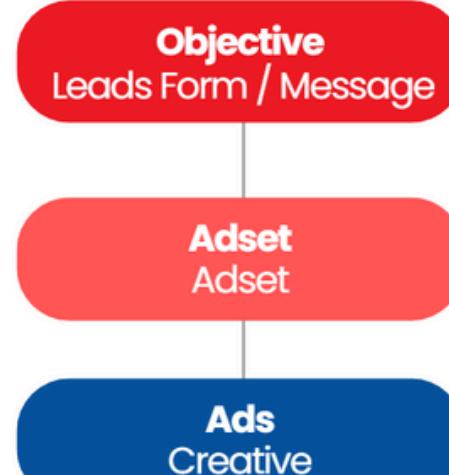
2 Sales

150 ROAS

MY PROJECT



Meta Ads Performance



Meta Ads Performance

Campaign Objective	Adset	Cost Per Result	CTR	Daily Budget	Results / Leads	Amount Spent	Total Spent
ACP Sigra Leads #1	Audience Sigra Leads Family #2	Rp 35,499	0.58%	Rp 35,600	2	Rp 70,998	Rp 142,162
	Audience Sigra Leads First Jobber #1	Rp 71,164	0.42%	Rp 35,600	1	Rp 71,164	
ACP Sigra Leads #1 - Fix	Audience Sigra Leads Family	Rp 34,626	0.68%	Rp 35,132	26	Rp 900,263	Rp 900,263
NEW LEADS ACP - Ayla	All Audience Ayla	Rp 36,039	0.55%	Rp 35,132	15	Rp 540,592	Rp 540,592
ACP Leads - Gran Max	IG Gran Max	Rp 59,045	0.21%	Rp 25,000	3	Rp 177,135	Rp 177,135
	Facebook Gran Max	Rp 28,351	0.47%	Rp 40,000	10	Rp 283,514	Rp 283,514
Final Results	AVG. COST PER RESULT Rp 40,388		AVG. CTR 0.55%		57 LEADS	TOTAL SPENT Rp 2,043,666	

[Click here for detail](#)

MY PROJECT

Click here for detail

Social Media Performance								
No.	Platform	Impression	Reach	Views	Total Engagement	Engagement Rate	Sales	Revenue
1	Instagram Images	13650	42410	-	999	2.36%		
2	Instagram Reels	408953	26170	408953	33308	12.43%		
3	Instagram Ads (Video)	100,760	100,760	4,214	219	0.31%	43 Sales	Rp 3,834,000
4	Instagram Ads (Image)	8,196	6,676	6,676	0	0.00%		
5	TikTok	53,186	40013	53,186	2489	6.22%		
	Total	584735	461292	562899	37015	8.02%	43 Sales	Rp 3,834,000

Paid Ads Performance						
No.	Platform	Impression	Reach	Views	Total Engagement	Cicks
1	Meta	183,924	175,665	153,251	3,895	415

Content Plan & Ads Report



Report project of Faedah Shop digital marketing activities with a modest **budget of 973,000 IDR**.

During this period, we executed a comprehensive strategy that included **social media activation on TikTok and Instagram, optimization of Google My Business, online marketplace utilization (Shopee), and utilization of paid ad campaigns across Google, Meta, and TikTok platform**.

As the **team lead, I managed the Ads division**, overseeing all aspects of the ad campaigns.

6.91%

Engagement Rate

58

Sales

6.21

ROAS

MY PROJECT



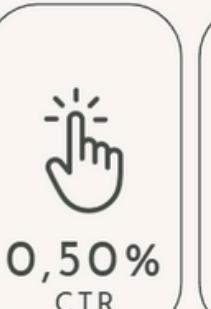
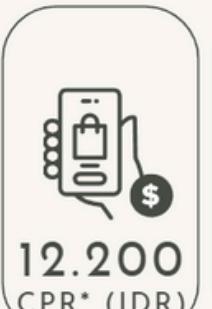
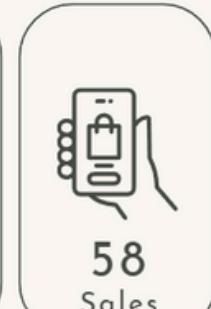
Meta Ads Results

a. Overall Campaign Performance



Based on the Meta Ads that we run within 2 months (May 18 - July 4) we got ROAS of 6.69, Faedah Shop campaign was successful and achieved the ROAS targets.

The strategic use of 6 campaigns, 14 adsets and 22 ads creative effectively achieved the goals, driven more audience to increase engagement and conversions.



Notes:
*cost per result (CPR) for cost per sales

[Read the full report here](#)

Activity 4

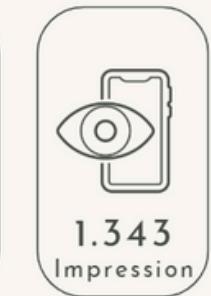
Google Ads Results

Consideration Campaign Performance



Based on the Consideration Campaign that we run at 25 - 26 July, targeting broad audience with the ads type traffic, with main goals driven audience to instagram account Faedah Shop and increase traffic to instagram faedah shop.

The strategic use of google search ads campaign, with bidding strategy maximize click effectively successfully achieved the CTR targets. CTR 3.57% is the good result based on the general benchmark, indicates that many people have seen the ad from the keywords they input and are interested with the product.



[Read the full report here](#)

[Click here for detail](#)

MY PROJECT



[Click here for detail](#)

Awareness & Reach							
2	Reach	25000	50000	Paid	419,191		
3	Clicks	250	500	Paid	324,290	627778	2511.11% 1255.56%
4	Views	10000	20000	Organic	448740	3,435	1374.00% 687.00%
5	CTR	0.50%	1.00%	Paid	4,069	452809	4528.09% 2264.05%
6	Total Engagement	1000	2000	Meta	4.97%	994.92%	497.46%
7	Engagement Rate	2%	2.5%	Google	1.31%	262.57%	131.28%
8	Sales	100	156	Organic	11619	15754	1575.40% 787.70%
9	Revenue	4500000	7000000	Paid	4135		
10	Return on Ad Spend (ROAS)	4	6	Total	8462000	188.04%	120.89%
						196.14%	130.76%

No	Platform	Impression	Reach	Views	Total Engagement	Engagement Rate	Sales	Revenue
1	Instagram Reels	256131	230553	256131	5511	2.39%		
2	Instagram Images	4450	3749	-	596	15.90%		
3	TikTok Video	105,082	64320	105,082	5490	8.54%	130 Sales	Rp 3,934,000
4	TikTok Images	87,527	4566	87,527	22	0.48%		
Total		453190	303488	448740	11619	3.83%	130 Sales	Rp 3,934,000

Platform	Impression	Reach	Views	Total Engagement	Clicks	Sales	Revenue
1	Meta	336,997	317,777	303	303	1,320	
2	TikTok	3814	3761	3766	1080	1086	Rp 4,528,000

KPI Performance



Report project of Paddi Hills digital marketing activities with a **budget allocation** of **2,072,237 IDR**.

During this period, we executed a comprehensive strategy that included **social media activation** on **TikTok** and **Instagram**, **optimization of Google My Business**, **food delivery service** partnership, management of **micro influencers**, and **utilization of paid ad campaigns** across Google, Meta, and TikTok platforms.

As **the team lead**, I managed the Ads segment of the project.

2.51%

Engagement Rate

627k

Reach

7.85

ROAS

DIGITAL MARKETING SKILL SET



MY PROJECT

Results: Meta Ads



Overall

With a total **amount spent** of **676,485 IDR**, the ads have generated a **revenue** of **4,528,000 IDR**. This results in an impressive **Return on Ad Spend (ROAS)** of **6.69x**, demonstrating the effectiveness of the ads in driving significant revenue growth compared to the investment.

A/B Test

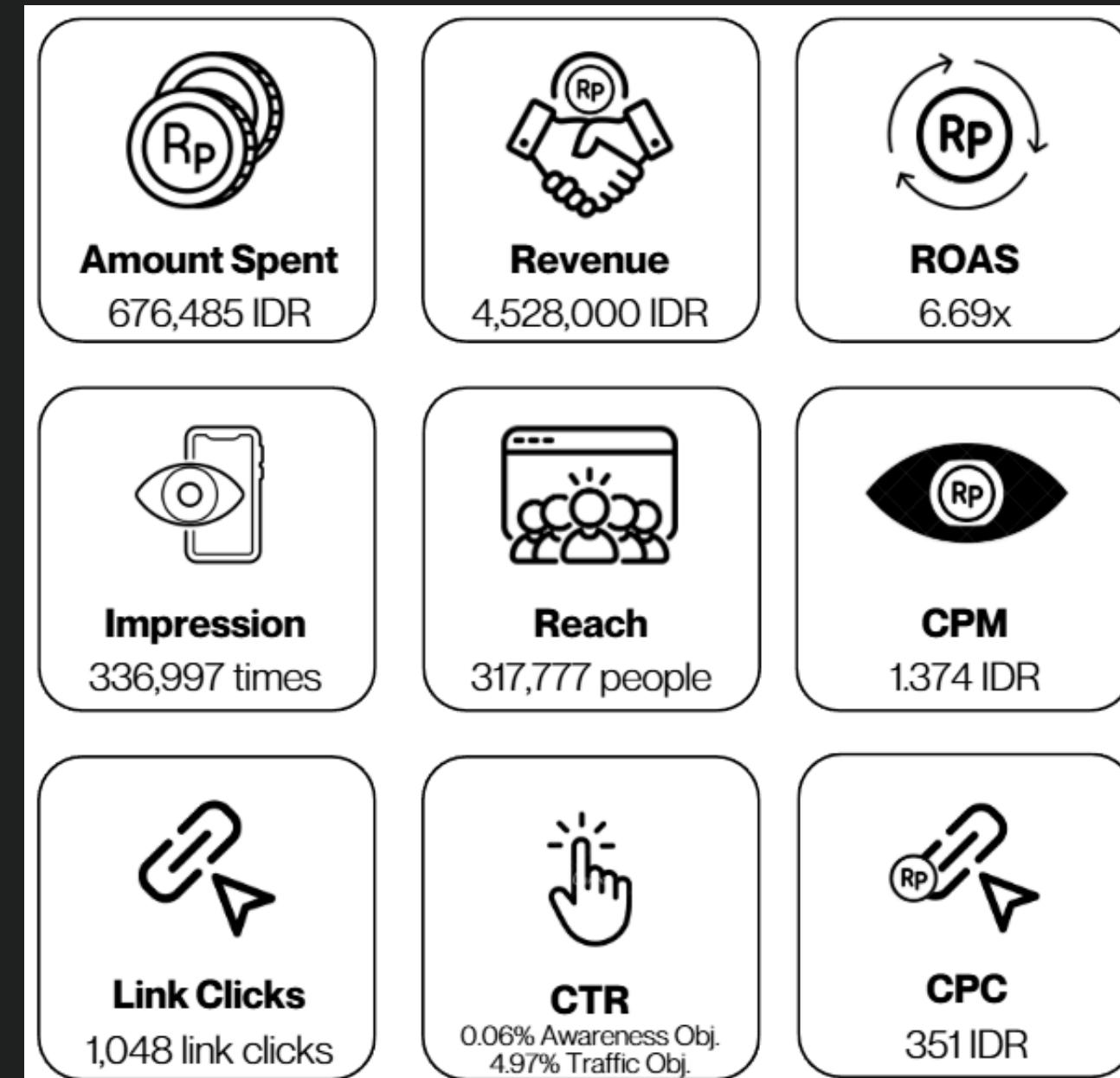
An A/B test on different personas and language preferences for the "Promo Kemerdekaan" campaign. The results revealed that the **Indonesian language ads** outperformed the English ones, with the "**Entrepreneur**" and "**Worker**" personas showing **the highest engagement and effectiveness**.

Awareness

The "Promo Kemerdekaan" and "Boost Post" campaigns achieved **336,997 impressions** and **reached 317,777 people**, the **CPM** was kept low at **1.374 IDR**, indicating **efficient spending to maximize brand visibility**.

Traffic

For the "Liwetan" and "Event Reservation" campaigns, the ads generated **1,048 link clicks** with a **CTR of 4.97%**. This high CTR reflects the relevance and appeal of the ads, successfully **attracting potential customers to engage with the ad**.



Objective Awareness	Audience Broad
Method Boost Post	Amount Spent 25,642 IDR
Metrics <ul style="list-style-type: none"> • Impression • Reach • CPM • CTR (all) 	27,347 times 27,347 people 938 IDR 0.08%
Objective Traffic	Audience Parents and Local Entrepreneur + Custom Audience + Lookalike (3%)
Method Dark Post	Amount Spent 120,752 IDR
Metrics <ul style="list-style-type: none"> • Link Clicks • CPV • CTR (link clicks) • CPC (link clicks) 	991 clicks 11 IDR 5.68% 122 IDR

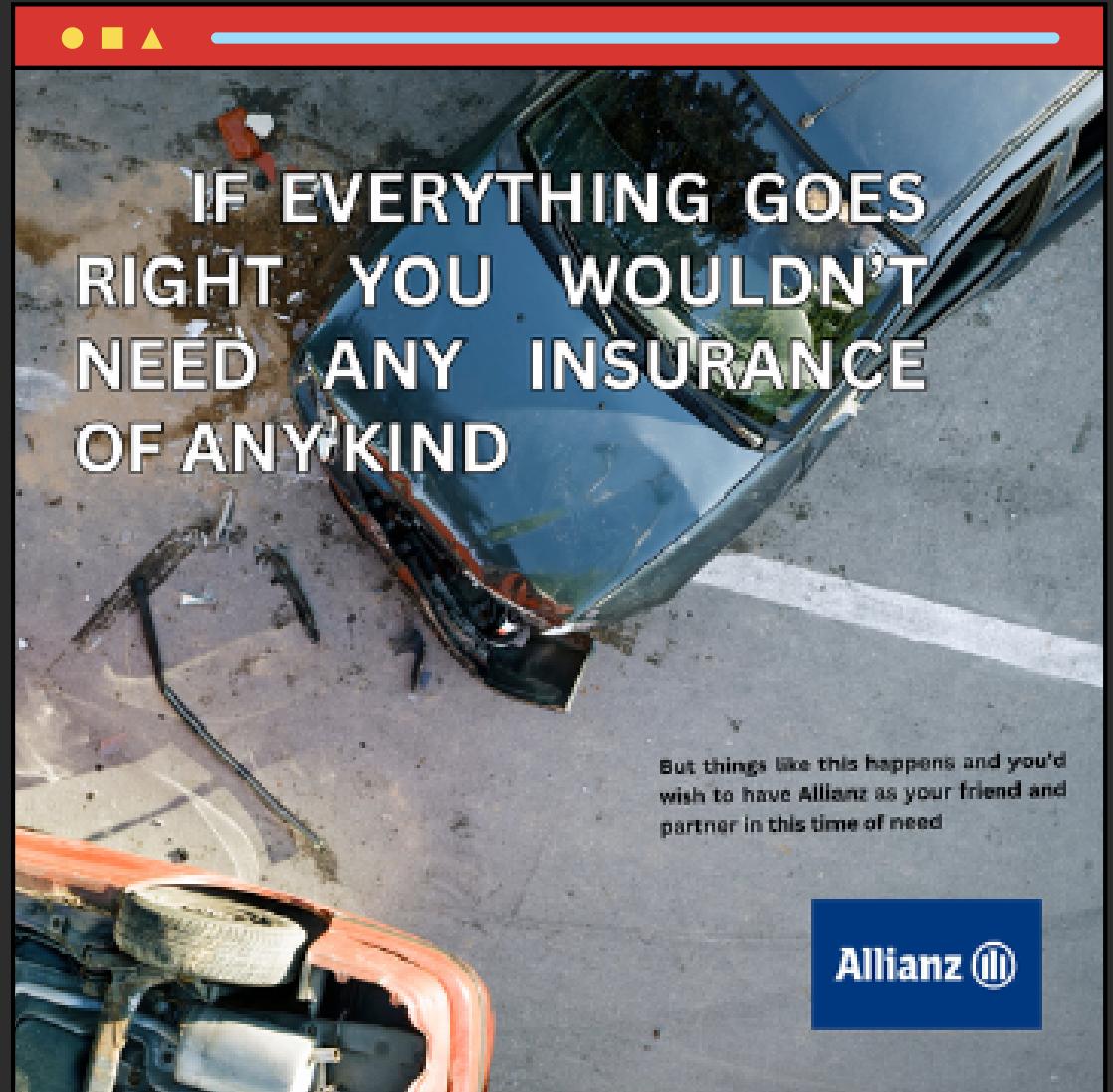
BRAND CHALLENGE #1

mockups



BRAND CHALLENGE #2

mockups



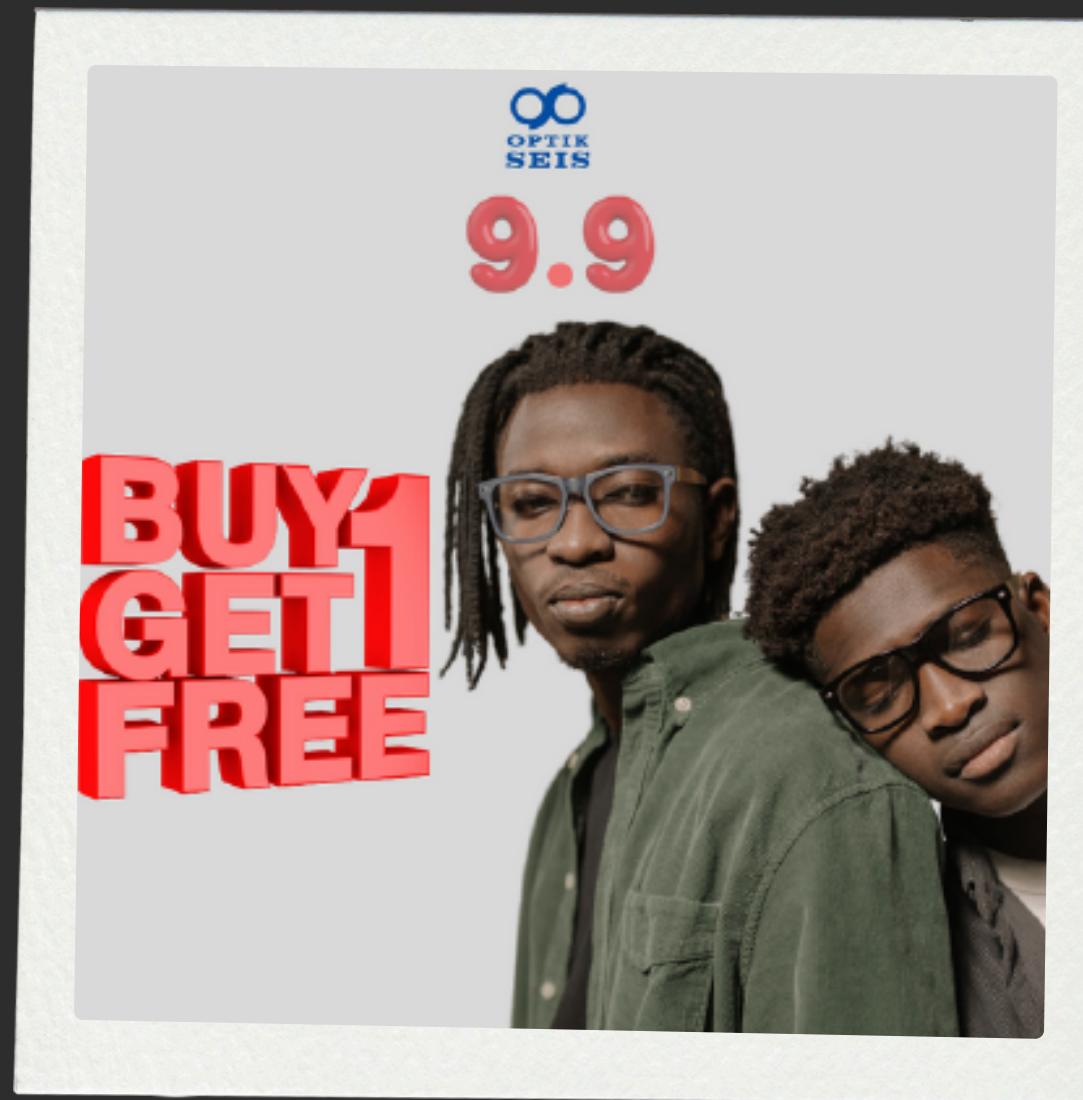
BRAND CHALLENGE #2

mockups



BRAND CHALLENGE #3

mockups



MY PROJECT



[Click here for detail](#)

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	Reach	25000	50000	Paid	419,191	Organic	393488
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10	Return on Ad Spend (ROAS)	4	6	Total	7.85	198.14%	130.78%

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KPI Performance

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2.51%

Engagement Rate

627k

Reach

7.85

ROAS

WORK EXPERIENCE



Name	Your Ramco ID (9xxx)	Agency	Items you want to purchase	Payment Options
Yoss Fitrayadi	93819	Wavemaker	Electronics;Chairs;	Salary deduction
Yoss Fitrayadi	93819	Wavemaker	Electronics;Chairs;	Salary deduction
Satria Herlambang Pamungkas Saik	9419q	GMS	Electronics;	Salary deduction
Indah Syafira	94113	GMS	Credenza;Electronics;	Salary deduction
Indah Syafira	94113	GMS	Credenza;Electronics;	Salary deduction
NurAfni Tuanaya	94652	Mindshare	Chairs;Electronics;	Salary deduction
NurAfni Tuanaya	94652	Mindshare	Chairs;Electronics;	Salary deduction
Nia Nadia	90872	GMC	Electronics;Chairs;	Salary deduction
Nia Nadia	90872	GMC	Electronics;Chairs;	Salary deduction
Dewo Yuniarto	93592	GroupM (Finance, HR, IT, Trading Tables & Desks;Chairs;Credenza	Salary deduction	
Dewo Yuniarto	93592	GroupM (Finance, HR, IT, Trading Tables & Desks;Chairs;Credenza	Salary deduction	
Andhika Wicaksono	94051	GMS	Chairs;	Salary deduction
Annisa Renata Cahyawulan	94123	Wavemaker	Chairs;	Salary deduction
Tamara Pahleviana	93726	Wavemaker	Chairs;Credenza;Electronics;	Salary deduction
Gisella Olivia	93752	MediaCom	Chairs;	Salary deduction
Gisella Olivia	93752	GMS	Chairs;	Salary deduction
Nurul Ilma	93828	Mindshare	Chairs;	Salary deduction



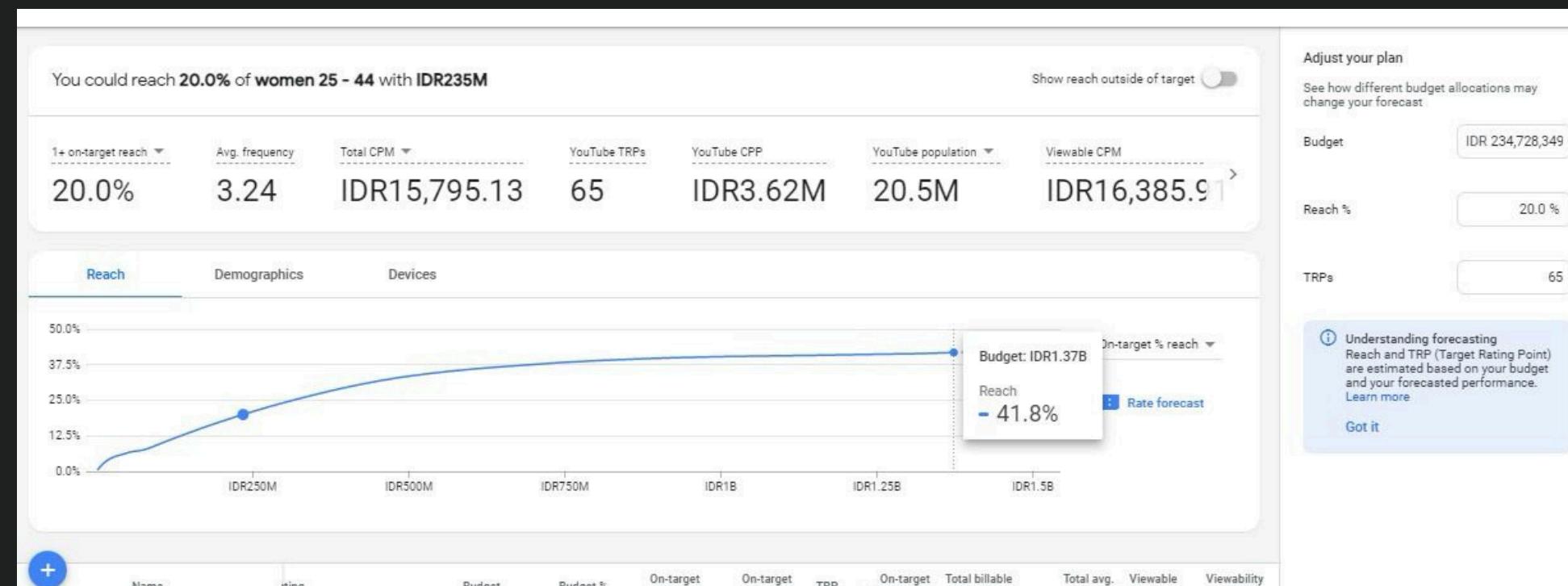
Achievements & Skillset

- SEO
- Programmatic Ads partner with Inmobi and The Trade Desk
- SEM partnering with Shopee
- Agency & Employee of the year

GROUPM (2018-2023)

Full Time (Performance buying specialist)

Managed and optimized over 20 social media and programmatic campaigns monthly, collaborating with key clients like Unilever and BP to meet objectives, delivering a 90%+ conversion rate, generating detailed performance reports, and working within a seven-member backend Ad Ops team to maximize ad performance.



WORK EXPERIENCE



Moralis Academy - Customer Support Specialist (Jun - Aug 2020)

Utilize Zendesk with 50 tickets+ to efficiently manage, respond to, and resolve customer inquiries.



Part Time (Freelance)

BITCOIN INDONESIA (2020- PRESENT)

Video Editor, Community Manager & Bitcoin Speaker

Promote Bitcoin and cryptocurrency by sharing ideas and information. Became the Bitcoin Conference Speaker in 2022, Organizing Bitcoin Indonesia Conference in Bali 2023 and Became Community Manager in Batam. And one time Upwork freelancer



WORK EXPERIENCE



DIRECTORATE GENERAL OF CUSTOMS AND EXCISE OF INDONESIA

Jun 2016 – Aug 2016

Internship (Research Intern)

Provided administrative support, conducted research for meetings, participated in a study visit to the Tanjung Priok Customs and Excise port, and compiled a comprehensive final report with evaluations, feedback, and improvement proposals.

THE UNITED NATIONS DEVELOPMENT PROGRAMME JAKARTA

Apr 2018 – Okt 2018

Internship (Procurement)

Assisted in procurement operations at UNDP by facilitating large-scale sourcing and procurement while ensuring compliance with regulations, managing invoice deliveries, and supporting accurate data entry into the invoice system.





PERSONAL PROJECT CONTENT CREATOR

First Project (Youtube & Telegram)

The best video was 136.1K impressions with an impressions click-through rate of 11.8%, indicating a moderate level of engagement. It has garnered 19.4K views, with community of 356 people

Latest Project (Spotify & TikTok)

The best content was 4.2 million views, with an average watch time of 12.3 seconds, indicating high interest but low engagement duration. The retention rate shows most viewers lose interest within the first second,

The best podcast was 31.6K impressions with a click-through rate of 4.9%, indicating a moderate level of engagement from viewers. It has achieved 4.3K views, which is 3.7K higher than usual,





PERSONAL PROJECT PUBLICATION PAPER

Publication

"Bitcoin Adoption Strategy as a Company Asset in Indonesia" explores the strategic integration of Bitcoin into corporate assets with Benchmark of MicroStrategy

Bitcoin Adoption Strategy as a Company Asset in Indonesia

The Asian Institute of Research | Economics and Business Quarterly Reviews | Vol.7, No.3, 2024: 21-37 | DOI: 10.31014/aior.1992.07.03.592

18 Pages • Posted: 7 Aug 2024

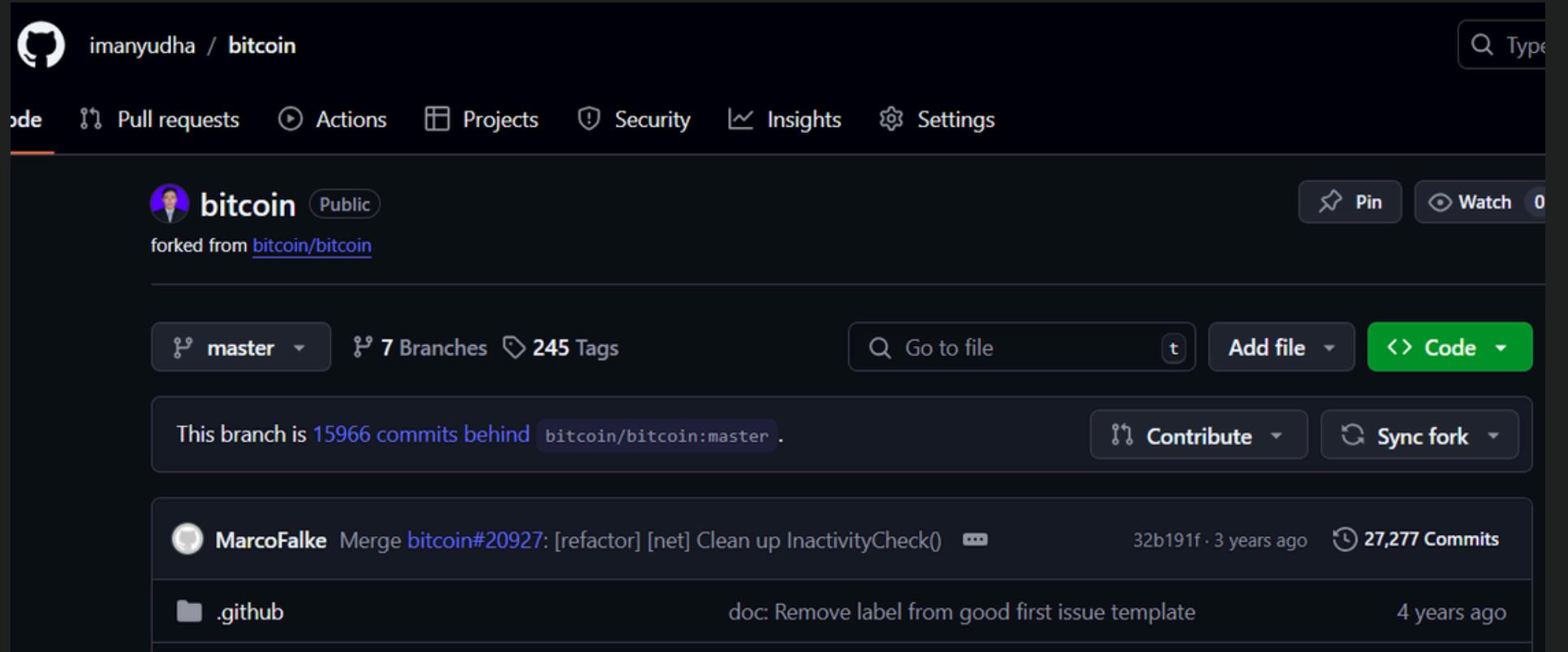
Iman Patria Yudha

Bandung Institute of Technology - School of Business and Management

M.BA Finance Project

Develop a comprehensive financial strategy for a mid-sized tech firm, focusing on optimizing capital structure, enhancing working capital management, and implementing risk management policies to ensure sustainable growth and regulatory compliance

Leading a syndicate team of business development by utilizing Lean Six Sigma methodologies to streamline operations, apply the Pareto principle to prioritize issues affecting profitability, and conduct thorough business analysis to drive strategic decisions for expanding market presence in emerging economies

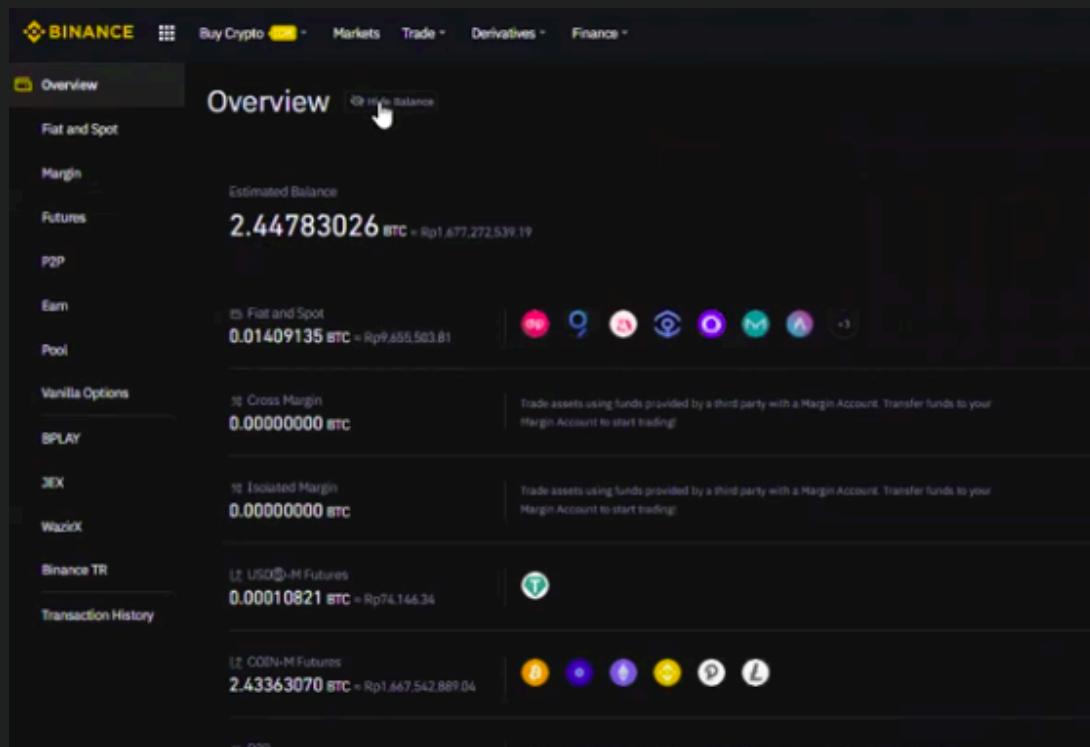


PERSONAL PROJECT

BITCOIN DEVELOPER CONTRIBUTOR

Newbie of contributing to Bitcoin Github repository to enhance the Rust-based Bitcoin base layer protocol

[**See More**](#)



BITCOIN SWING TRADER

As a seasonal Bitcoin swing trader, I've managed to secure a modest total profit of 5% over the last quarter by carefully timing my entries and exits based on market sentiment and technical indicators

TEAM PROJECT

Project Detail Description

I have properly directed the creative direction and managed camera operations for our class's top advertisements, focusing on effective message delivery.

[**See More**](#)



SKILL CERTIFICATION



IELTS ACADEMIC
6.5



Get In TOUCH With Me



Jakarta, Indonesia



github.io/imanyudha



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@imanpyudha



iman_yudha@ymail.com



@cryptonian.id



For further information

For more details about my experience and achievements, please find me on LinkedIn or email me

CONTACT NOW!