

## NATANAEL JEREMY KATIANDAGHO

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### ABOUT

A proficient social media specialist with a track record of conceptualizing and aggressively implementing marketing to drive brand visibility and growth. Experienced in managing both a personal brand and an official online retail store. Highly skilled in communication and teamwork to deliver compelling business value to key stakeholders and clients.

### EDUCATION

#### Universitas Merdeka Malang

Marketing Management

GPA 3.89/4.00

September 2019 - September 2023

### PROFESSIONAL EXPERIENCE

Udin Kashiwagi

July 2022 - July 2023

#### *Content Creator*

- Produced 59 video-based content for social media based on the latest social media trends; gained 3,942 Instagram followers, 5,850 YouTube subscribers, and 226,800 followers on TikTok in 1 month.
- Managed interaction with the followers on social media such as TikTok, Instagram, YouTube; gained 124.5K comments in 1 month.
- Conducted social media impact measurement and made informed decisions to accelerate performance; increased overall watch views by 212.45% to 36.8M views in 1 month..
- Created, developed, and executed a plan for social media strategies monthly (TikTok, Twitter, Instagram, and YouTube Short).

Delice Charme Indonesia

July 2023 – September 2023

#### *Social Media Specialist*

- Produced 70 video-based content for TikTok based on the latest social media trends; gained 584 followers in 1 month (July 2023 - August 2023).
- Conducted social media impact measurement and made informed decision to accelerate performance; increased overall watch views by 75.5% to 69K views in 1 month.
- Sold IDR 8.1M gross revenue on TikTok Shop.
- Created, developed, and executed a plan for social media strategies monthly (TikTok).

### COURSE

#### Digital Marketing

Google Digital Garage

March 2023

- *The Fundamentals of Digital Marketing*

#### Digital Marketing

RevoU

April 2023

- *Intro to Digital Marketing*

#### Creative Copywriting

MySkill

May 2023

- *Creative Copywriting*

#### Social Media Marketing

eMarketing Institute

July 2022

- *eMarketing Institute Social Media Marketing*

#### English

EF English First

July 2022

- *EF Standard English Test (EF SET) (C1 Advanced)*

**SKILLS & OTHER :** Marketing, Public Speaking, Video Producing, Storytelling, Copywriting, TikTok Ads

**LANGUAGE :** English (*C1 Advanced*), Indonesian (*Native*)