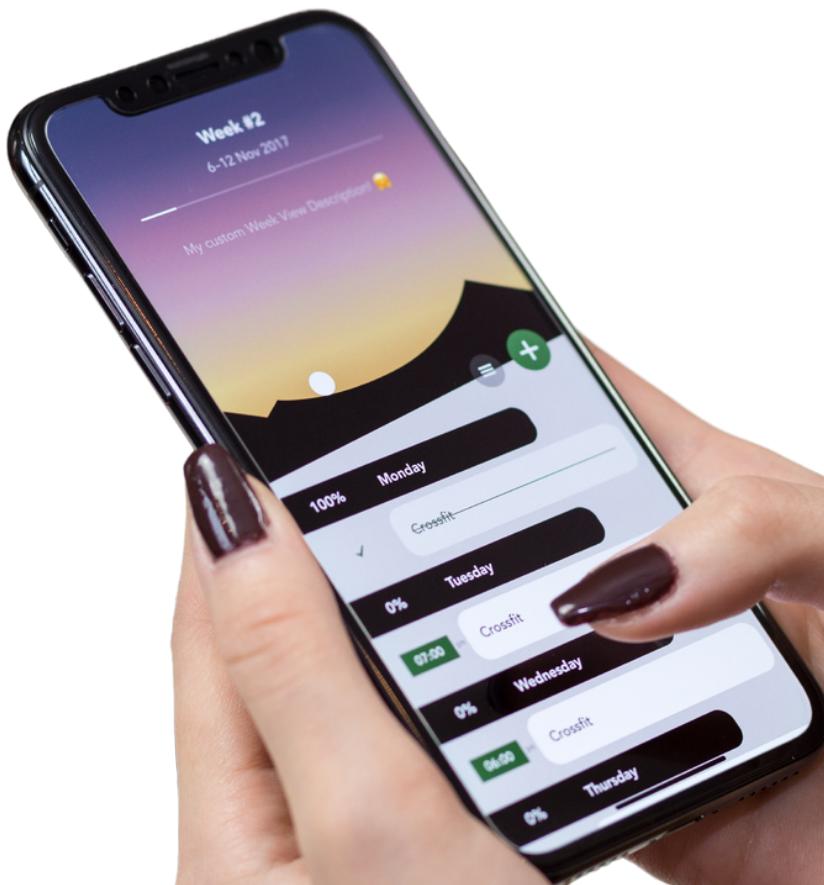


# PORTFOLIO

**Digital Marketing**

Raditya Abdurrahman Nugraha



# Table of Content

- Content Writer
- Social Media Officer
- Social Media Reporting
- Marketing Strategist
- Course



# **Content Writer: FULLSTOP Indonesia**

A creative branding agency in Surabaya. Provide a social media content for the business owner and brands.



1. <https://www.fullstopindonesia.com/blog/item/158/Belajar-Memahami-Brand-dari-Sudut-Pandang-Milenial>
2. <https://www.fullstopindonesia.com/blog/item/159/Mengulik-Perubahan-Logo-pada-Facebook>
3. <https://www.fullstopindonesia.com/blog/item/169/Tren-Desain-Grafis-2020>
4. <https://www.fullstopindonesia.com/blog/item/209/Tips-Mengoptimalkan-Bisnis-Online-di-Bulan-Ramadhan-2021>
5. <https://www.fullstopindonesia.com/blog/item/179/Brand-Analysis-Strategi-Keberhasilan-Netflix>
6. <https://www.fullstopindonesia.com/blog/item/176/Choosing-Music-for-Video>
7. <https://www.fullstopindonesia.com/blog/item/163/Pentingnya-Menciptakan-Brand-Storytelling-dalam-Brand>
8. <https://www.fullstopindonesia.com/blog/item/161/Pentingnya-User-Generated-Content-untuk-Memikat-Konsumen>

# Content Writer: My Laser Fox

My Laser Fox is a business engaged in advertising, laser cutting, marking and engraving services, located in Surabaya.



1. <https://mylaserfox.com/blog/manfaatkan-estetika-neon-box-untuk-memulai-bisnis-baru-di-tahun-baru>
2. <https://mylaserfox.com/blog/gunakan-acrylic-sebagai-souvenir-hadiah-natal>
3. <https://mylaserfox.com/blog/memilih-hadiah-istimewa-dengan-cutting-board-custom>
4. <https://mylaserfox.com/blog/bikin-undangan-pernikahan-menjadi-berkesan-dengan-acrylic>
5. <https://mylaserfox.com/blog/pahami-cara-merawat-display-acrylic-kesalahan-kecil-berakibat-fatal>

# Content Writer: SHIJI

A brand of pure honey with sachet packaging so that it can be consumed easily.



1. <https://lemon.co.id/articles/strategi-marketing-tiktok-story/>
2. <https://www.shijifood.com/2022/11/23/bawa-madu-dan-4-barang-ini-dijamin-travelling-anti-gagal/>
3. <https://www.shijifood.com/2022/11/12/atasi-bibir-kering-madu-bisa-menjadi-pengganti-lip-balm/>
4. <https://www.shijifood.com/2022/11/09/tetap-sehat-saat-musim-hujan-dengan-4-makanan-ini-ada-madu-juga-loh/>
5. <https://www.shijifood.com/2022/11/05/honey-chocolate-cookies-inspirasi-resep-kue-kering-yang-wajib-dicoba-untuk-perayaan-natal/>
6. <https://www.shijifood.com/blog/>
7. <https://www.shijifood.com/2022/11/19/rahasia-awet-muda-dengan-satu-formula-madu-murni-jawabannya/>
8. <https://www.shijifood.com/2022/11/30/madu-murni-alternatif-obat-batuk-untuk-anak/>

# Content Writer: LEMON Influencer Platform

An Influencer Marketing platform that help brand and influencer to connect easily.



1. <https://lemon.co.id/articles/tantangan-influencer-marketing/>
2. <https://lemon.co.id/articles/cleora-beauty-influencer-marketing-strategy/>
3. <https://lemon.co.id/articles/storytelling-marketing-jangkau-audiens/>
4. <https://lemon.co.id/articles/influencer-marketing-terbaik-indonesia/>
5. <https://lemon.co.id/articles/lagu-tiktok-anti-gagal-fyp/>
6. <https://lemon.co.id/articles/tips-influencer-marketing-b2b/>
7. <https://lemon.co.id/articles/strategi-brand-marketing-agar-bisnis-makin-dikenal/>
8. <https://lemon.co.id/articles/strategi-marketing-tiktok-story/>
9. <https://lemon.co.id/articles/love-beauty-and-planet-influencer-marketing/>
10. <https://lemon.co.id/articles/word-of-mouth-marketing-adalah/>

visit <https://lemon.co.id/articles/> for my other works

# Content Writer: Instagram Post & Caption

I made the caption for Lemon Influencer's Instagram post. Visit @lemoninfluencer.id for more.

lemoninfluencer.id and garistemu.co : Reach ⓘ

lemon x garistemu

"Waduh! posting satu konten aja 20 juta? Apa gw jadi influencer aja ya biar cepet kaya."

Ucap si "kita" yang menangis liat rate card influencer



e

[View Insights](#) [Boost Post](#)

Heart Comment Share

Liked by garistemu.co and 1,645 others

lemoninfluencer.id Nano-micro emang lebih kantong-friendly. Kalau mantan kamu friendly sama siapa aja. Hehe 😊

#LEMONInfluencerPlatform #influencermarketingtips  
#marketingtips #agencylife

**Profile activity ⓘ** 355

Profile visits	283
Follows	54
Website taps	18

**Reach ⓘ**

32,901 Accounts reached

4,667 Followers • 28,234 Non-followers

**Impressions** 39,079

From Home	37,920
From profile	702
From other	446
From Explore	7

**Engagement ⓘ** 2,022 Accounts engaged

345 Followers • 1,677 Non-followers

**Post interactions** 2,258

Likes	1,646
Saves	436
Shares	160

# Content Writer: Instagram Post Feed & Caption

I made the caption for Easier's and Bantan's Instagram post. Visit @esierindonesia & @bantan.id for more.



35 likes

esierindonesia BBQ party jadi lebih mudah dan asik dengan ESIER Grill Package buat jadi pilihan alat masak kamu 😊

We're available on Tokopedia, Shopee, Blibli, Bukalapak and JD.ID WA for Order: 087871621689

bantan.id  
Surabaya



49 likes

esierindonesia ESIER Greis Frypan siap untuk menyesuaikan kebutuhan memasak kamu. Kira-kira kamu paling butuh yang ukuran mana nih? 😊

We're available on Tokopedia, Shopee, Blibli, Bukalapak, JD.ID dan Lazada

bantan.id  
Jakarta, Indonesia



82 likes

esierindonesia Nggak ada alesan lagi kan kalau si Portable Mini Chopper ini nggak ada di dapur kamu? Semua fiturnya bener-bener bisa mempermudah memasak 😊

We're available on Tokopedia, Shopee, Blibli, Bukalapak, JD.ID dan Lazada

bantan.id  
Sumatera Selatan



129 likes

bantan.id Sibuk jadi alasan buat nggak bisa masak? Bukan jamannya lagi, Bund! Sudah coba terapin Bantan Lifestyle belum? 😊

Bantan Sarden lezat & berkualitas



140 likes

bantan.id Sudah tahu belum, Bantaners? Kalau sarden @bantan.id telah melalui proses sterilisasi tingkat tinggi dalam produksinya, yang bikin aman buat dikonsumsi. Jadi nggak perlu ragu ya buat selalu sedia sarden Bantan di rumah! 😊



4,981 likes

bantan.id Bukan rahasia lagi kalau sarden Bantan mengandung berbagai nutrisi, yang dibutuhkan bagi tumbuh kembang si kecil loh. Tunggu apa lagi? Jangan lupa selalu sedia sarden Bantan di rumah ya!

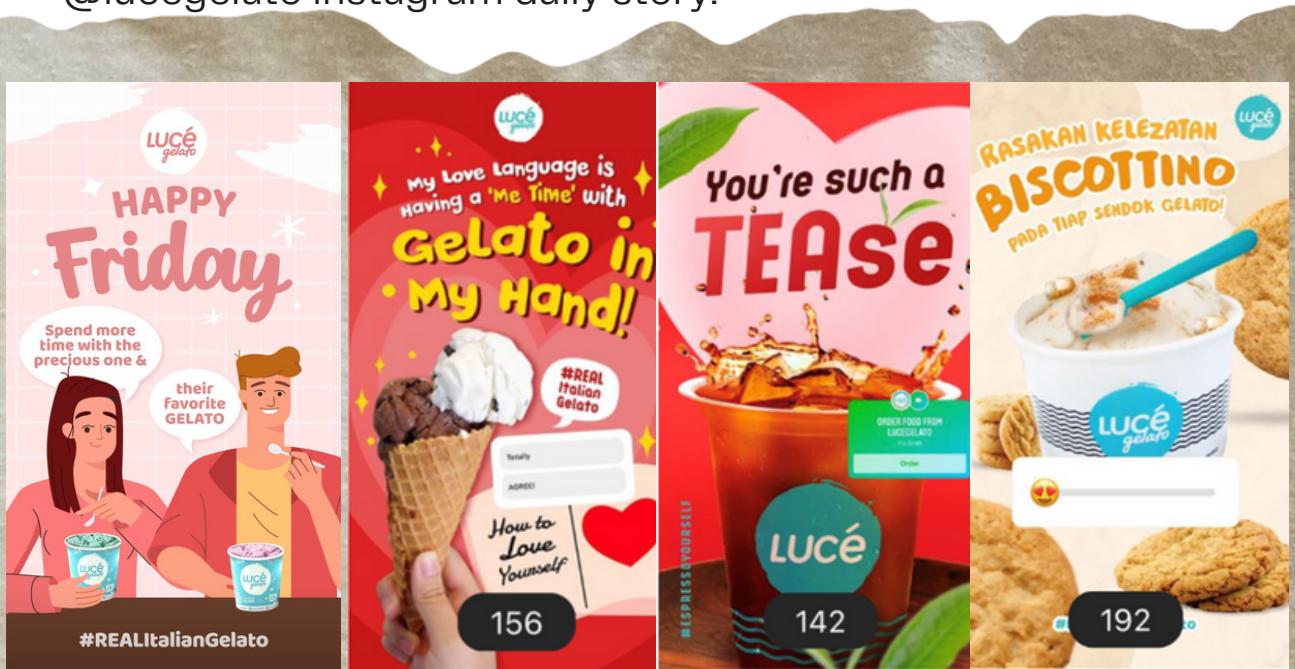
# Content Writer: Instagram Feed

I made the content copywriting and plan the visual concept for @bantan.id instagram daily post.



# Content Writer: Instagram Stories

I made a content copywriting and plan a visual concept for @lucegelato instagram daily story.



# Social Media Officer

Manage a daily post of @maharvaclinic Instagram and interact with a customer.

The image displays the Instagram profile of @maharvaclinic and two examples of customer messages. The Instagram profile shows 1,618 posts, 12.2K followers, and 93 following. It features a grid of 25 posts related to skincare treatments like Picoway Laser, Thermage FLX, and facial contouring. Below the profile are buttons for Edit Profile, Ad Tools, Insights, Add shop, and Contact, along with filters for PROKES, Before After, Acne, and Thermage FLX Inject. The first customer interaction shows a message from defi\_hartono asking about Botox and N filler prices. The second interaction shows a message from aurelia\_angela asking for a price list for a treatment. The third interaction shows a message from vonee\_ivone asking about a Picoway Laser treatment.

**Instagram Profile: maharvaclinic**

1,618 Posts | 12.2K Followers | 93 Following

Maharva Clinic  
Health/Beauty  
THE SKIN PLUMPER CLINIC  
+6231 9914 1505  
+6231 9914 8668  
WA: +62 813 3186 0760... more  
[linktr.ee/maharvaclinic](http://linktr.ee/maharvaclinic)

Edit Profile | Ad Tools | Insights | Add shop | Contact | PROKES | Before After | Acne | Thermage FLX Inject

**Customer Interaction 1:** defi\_hartono

defi.hartono · Instagram  
769 followers · 16 posts  
You don't follow each other on Instagram

**Customer Interaction 2:** aurelia\_angela

You both follow dewwwi and 3 others

**Customer Interaction 3:** vonee\_ivone

Only you can see this.  
hai mau tnya ini perawatan apa y?

Info Pricelist Treatment  
Halo, bisa dibantu dengan nomor Whatsapp untuk kami kirim pricelist? 😊

Kalau saya mau bikin appointment facial dari WA kak? 📲

Iya betul kak, kami admin sosial media  
Jadi utk appointment melalui Whatsapp 😊

081212729800  
Ini kak WA saya

Message... ok tq

# Social Media Reporting

Manage a weekly and monthly report for a brand's instagram, to identify the next content plan.



## INTERPRETATION



- Follower pada bulan ini mengalami kenaikan sebesar 220 follower dan angka ini lebih kecil dibandingkan dengan 1 bulan sebelumnya yaitu 217 follower
- Puncak kenaikan follower terjadi pada tanggal 28 Sept sebanyak 31 follower saat konten topik face contouring side profile oleh akun Tiktok pribadi Dr. Bayu di tanggal yang sama mencapai 1,1M (FYP)
- Jumlah DM yang masuk mengalami penurunan menjadi 49 DM dibandingkan bulan lalu yaitu 65 DM. Pertanyaan yang masuk kebanyakan adalah pricelist all dan imbang antar treatment
- Reach, Engagement, Impression mengalami penurunan dibandingkan bulan sebelumnya yaitu Reach -41,5%, Engagement -42,5% dan Impression -8,4%
- Bulan ini audience usia 18-24 masih di angka 8% dan sedangkan usia 35-44 mengalami kenaikan 0,2%
- Insight Facebook secara keseluruhan alami peningkatan seperti Reach menjadi +3,1%, Kunjungan Profil +4,8%, dan Suka Halaman bertambah 3 follower
- Planning selanjutnya dalam satu bulan tidak terlalu fokus pada 1 treatment, dimana saat shoot Let's Talk Skin bisa 2 topik dengan model yang singkat-singkat 1 pertanyaan saja

# Marketing Strategist: Britzone Surabaya

Research, develop, and communicate the strategic marketing plans by a brief materials. Also manage the Instagram post.

The image displays the Instagram profile of @britzonesby and four of its recent posts. The profile shows 379 posts, 1,778 followers, and 16 accounts followed. The bio describes the account as the official Instagram of Britzone English Community in Surabaya, mentioning #DaretoSpeakUp and providing a link to their website.

**Professional dashboard:** 1.3K accounts reached in the last 30 days.

**Recent Posts:**

- Post 1:** A yellow-themed graphic titled "4 Songs You Need To Discover This Week". It features a vinyl record and a woman's face with the text "What Happened in 2021 You Might Forget".
- Post 2:** A red-themed graphic titled "Idioms from Song Lyrics". It includes a blue starburst icon and a vinyl record, with a definition of an idiom.
- Post 3:** A graphic for the movie "Shang-Chi and the Legend of the Ten Rings". It features the main cast and the text "The Rise of Rho in Marvel Cinematic Universe".
- Post 4:** A yellow-themed graphic titled "88rising The Rise of Asia Music Industry". It features two young people's faces in clouds.
- Post 5:** A blue-themed graphic titled "4 Famous Figures Born in December!". It encourages users to celebrate famous birthdays in December.

# Course

Several course which i have attend to explore about my skill set.

