

# Muhamad Ismail

Advertiser, Programmer, Photographer



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Kec. Tenjolaya, Kab. Bogor, West Java



<https://ismail-portfolio.vercel.app>

## About Me

I am an experienced advertiser who is also interested in and self-learning programming and photography. With expertise as a web developer, I can create attractive websites.

Proficiency in graphic design software such as Photoshop, Illustrator, and Canva enriches my advertising creativity. Additionally, foundational skills in video software like Premiere Pro, After Effects, and Blender 3D add a dimension to my marketing strategy, creating dynamic and impactful visual content.

## Work Experience



### Advertiser | CV. Herba Bumi Pertiwi

Mei 2022 to Now 2025 (2 years, continues)

- Developing and Executing Advertising Campaigns
- Analyzing Advertisements and Identifying Target
- Creating Landing Pages using WordPress
- Creating Good Copywriting for Campaigns
- Creating Visual Content for Campaigns
- Managing Google Ads and Meta Ads accounts

### Achievements

- Consistently Generating Over 1000 Leads per Month
- Effectively Managing Monthly Budgets Exceeding 100 Million



### Freelancer Editing

April 2020 to February 2024 (3 years, 11 month)

- Freelance Photoshop editor, especially in smudge portrait painting and image manipulation techniques

## Education History

### SLTA | SMA AI-HIKMAH

2017 to 2020

- I am a high school graduate who likes to explore knowledge outside the school curriculum, with a high dedication to self-development

## Relevant Skills

- Advertising
- Search Engine Optimization (SEO)
- Data Analysis & Copywriting
- Manage Google Ads & Meta Ads
- Web Development
- Html, CSS, Java Script
- Node JS
- React.js & Next.js
- Framework CSS
- Photography

## Portfolio Website



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