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ABOUT ME

6th semester student at Budi Luhur University, Bachelor of Business Management Study Program. Master the basic knowledge of Business Management. Have Digital Marketing skills such as Social Media Marketing, Copywriting, Brand Strategy, Brand Analyst, Paid Advertising, Graphic Design, and have basic Office Software skills such as Microsoft Word, Microsoft Excel, and Microsoft Power Point. Have an interest in a career as a Marketing Specialist or Digital Marketing Specialist staff

EDUCATION LEVEL

Universitas Budi Luhur (August 2021 – Now)

S1 Business Management

IPK. 3.66

TRAINING AND COURSE

- **Revo U (February 2023 – Now)**

Mini Course Digital Marketing

Intro a Digital Marketing

- **My Skill (May 2023 – Now)**

E-Learning Management Marketing

Marketing Introduction, Branding Introduction, Brand Positioning Introduction, Brand Positioning Introduction, Finding the Brand Benefit, Cunsomer and Audience Insight, Content Marketing, etc.

- **My Skill (June 2023 - Now)**

E-Learning My Skill Search Engine Optimization

SEO introduction, SEO Components, Keyword Research, Competitor Research, Content Writing, Content Optimization, Technical SEO, Off page SEO, Crawl Budget, etc.

- **My Skill (July 2023 – Now)**

E-Learning My Skill Social Media Marketing

Social Media Introduction, Social Media Strategy, Social Media Planning, Social Media Research, Social Media Branding, Social Media Content Structure, Social Media Content Creation, etc.

- **My Skill (September 2023 – Now)**

E-Learning My Skill Creative Copywriting

Copywriting introduction, Goals in Copywriting, Brainstorming, Ideation and Story Telling, Psychology in Copywriting, Anatomy in Copywriting, Copywriting Implementation, etc.

- **My Skill (September – Now)**

E-Learning My Skill Facebook Ads

Facebook Ads Introduction, Making Facebook Ads Manager, Targeting Audience in Facebook Ads, Creative Ads on Facebook Ads, Facebook Ads Reporting, Awareness, Consideration & Conversion, etc.

- **My Skill (September 2023 – Now)**

E-Learning My Skill Tiktok Ads

Tiktok Ads Fundamental, Tiktok Ads Manager Account, Tiktok Ads Dashboard Introduction, Targeting Audience in Tiktok Ads, Tiktok Creative Center, Sparks Ads, Smart Creative & Reporting, etc.

- **PT.Top Digital Media Tama (June 2023 – August 2023)**

Digital Marketing Course

SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), Website Development (Wordpress)

- **My Skill (September 2023 – November 2023)**

Digital Marketing: Fullstack Intensive Bootcamp

The Fundamental of Marketing, Brand Strategy, Audience Persona and Insight, Digital Marketing Framework, Campaign and Media Planning, Content Marketing, Creative Copywriting, etc

- **My Skill (September 2023 – November 2023)**

Final Project Mentoring

4P and 4C Diamond Analysis, Brand Strategy UMKM, Media Planning Ideas, Organic Channel, Paid Channel, Influencer Marketing Plan, Marketing Execution Report

- **PT.Trinti Land Collins Boulevard (Agust 2023 – September 2023)**

Certification for Internship

Management Internship

WORK AND PROJECT EXPERIENCE

PT. Triniti Land Collins Boulevard (August 2023 - September 2023)

Management Internship

- Plan the preparation of archives, sort them according to whether they are still needed or not
- Save and organize documents so they are easy to reuse.
- Office management automation

My Skill (September 2023 – November 2023)

Final Project Mentoring: Digital Marketing UMKM Kios Kopi Tepian

- Analyze and create a brand strategy for UMKM Kios Kopi Tepian
- Create Instagram social media content (Feed and story design, pillar content, calendar content, content editorial plan, and social media reports)
- Create paid ads campaigns and reports via Facebook ads (Awareness, engagement and traffic)

PT. Jagad Tani Selaras (March 2024 – May 2024)

Business Marketing Internship

- Research client or company databases in the fields of agriculture, animal husbandry, fisheries
- Create campaign ideas via digital and present to company directors
- Contact the client or company and present the services to be offered

SKILLS

- Languages: Indonesian (Native), English (Basic)
- Microsoft Office (Word, Excel, Power Point)
- Digital Marketing
- Social Media Marketing
- Copywriting
- Graphic Design (Adobe Photoshop, Adobe Illustrator, Canva)
- Brand Strategy
- Brand Analyst
- Paid Ads (Facebook and Google Ads)
- Marketing Management
- Video Editing (Adobe Premiere Pro and Capcut)