

# Muhammad Zahid Abdillah

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## EXECUTIVE SUMMARY

I am a highly motivated fresh graduate with a degree in Business Management, possessing a keen interest in digital marketing and social media marketing. My professional journey is bolstered by a certification from Google, demonstrating my proficiency in these dynamic fields. I excel in critical thinking, leadership, and adaptability, consistently approaching tasks with a meticulous and detail-oriented mindset. My diverse skill set and commitment to continuous learning make me a valuable asset poised to contribute effectively to any forward-thinking marketing team.

## EDUCATION

<b>Sekolah Tinggi Ekonomi Islam SEBI</b> <i>Bachelor's Degree in Business Management</i>	<b>2020 - 2024</b> <b>Depok, Indonesia</b>
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- GPA:** 3.55 / 4.00
- Relevant Coursework:** ICT for Bisnis, Marketing Management, Financial Management, Operational Management, Risk Management, Entrepreneurship, Customer Behaviour.

## ORGANIZATIONAL EXPERIENCES

<b>SEBI Language Center</b> <i>Staff of Expansion</i>	<b>2020 - 2022</b> <b>Depok, Indonesia</b>
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- Organized and assisted in English language learning initiatives within the campus environment.
- Created, managed, and optimized social media content to increase engagement and follower growth.
- Collaborated with team members to plan and execute events promoting language learning and cultural exchange.

## LICENSE AND CERTIFICATIONS

<b>Merancang Strategi Pemasaran Digital   Mastering Skill</b>	<b>Jun 2024</b>
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- Identified key elements of corporate marketing strategies and developed advertising plans.
- Utilized computer tools and social media applications for digital marketing and data analysis.

<b>Google Digital Marketing &amp; E-Commerce Professional Certificate   Coursera</b>	<b>May 2024</b>
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- Demonstrated proficiency in digital marketing and e-commerce strategies.
- Gained expertise in utilizing Google Ads, SEO, SEM, and social media marketing tools.
- Completed hands-on projects to develop and implement digital marketing campaigns.

## SKILLS

### Hard Skills:

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| <ul style="list-style-type: none"><li>Google Ads</li><li>Social Media (Instagram, Facebook, Twitter)</li><li>Google Analytics</li><li>Digital Marketing</li><li>Social Media Marketing</li><li>Marketing Analytics</li></ul> | <ul style="list-style-type: none"><li>Search Engine Optimization</li><li>Search Engine Marketing</li><li>Content Marketing</li><li>Digital Advertising</li><li>Digital Campaign</li><li>Copywriting</li></ul> |
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**Soft Skills:** Leadership, Management, Communication, Analytical Thinking, Teamwork.