

Muhammad Irfaan

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About Me

I am a results-driven sales and marketing professional with a strong focus on achieving targets. My core values are sales expertise, effective management, problem solving, and decisive decision-making. Committed to continuous improvement and mastery in sales and marketing, I honed my skills in digital marketing, specializing in SEO with RevoU. During my time at RevoU, I worked on SEO project for a catering brand called Kumasakin, aimed at enhancing its search engine performance and brand visibility. To achieve this, I conducted website analysis, analyzed 100+ keywords, planned content, and produced 5+ SEO content briefs. My adaptability in various work environments and high curiosity, particularly in the SEO, set me apart. I am committed to delivering impactful results for your business through SEO.

Skills

Search Engine Optimization, Google Analytics, Google Search Console, Google Ads Search, Semrush, Ahrefs, Similarweb, Keyword Research.

Working Experiences

Digital Marketing Associate, RevoU

September, 2023 – March, 2024

- Build the website and implement its SEO strategy; from keywords and competitor research to content marketing.
- Perform keyword planning, analyze 100+ keywords, conduct audits on 2+ competitors' websites, and generate 5+ content briefs.

Operational Management Talent - Salesman TMC, PT Surya Madistrindo

June, 2021 – Present

- Managed the distribution of Gudang Garam products to 300+ retail and semi-wholesale outlets, overseeing product availability and implementing measures to prevent stockouts or subpar inventory conditions.
- Collaborated with the marketing team to conduct thorough market analysis, actively contributing to the development and execution of targeted promotional initiatives aimed at enhancing awareness and driving sales.
- Achieved a notable upswing, notably observing a 25% increase in sales for the "Gudang Garam Merah" during the first quarter of 2022, surpassing the specified target.

Part-timer Directorate of Postgraduate Program, UMM

August 2018 – September 2019

- Guided and assisted in teaching and learning activities on campus, I managed more than 30 lecturers and over 200 students, ensured a supportive and enriching educational environment.
- Managed administrative responsibilities, including answering phone calls, scheduling meetings, preparing documents, and filing reports. Additionally, assisted lecturers in reviewing and assessing the level of plagiarism in theses.

Communication Relation and CSR Intern, PT Pertamina MOR V

January, 2017 – February, 2018

- Produced over 20 daily reports for both print and online media, covering a range of topics related to Pertamina in the East Java-Bali-Nusa region (East Java, Bali, and Nusa Tenggara).
- Assisted in resolving product and customer service issues by addressing customer complaints through email, social media, and telephone channels. Investigate the root of the problem and provide a comprehensive explanation of the optimal solution to overcome the challenge.

Education

Full-Stack Digital Marketing, RevoU

September, 2023 – January, 2024

RevoU is an online academy that prepares students across Indonesia for most in-demand tech jobs.

Bachelor of Social Sciences, University of Muhammadiyah Malang

June, 2014 – November, 2019

GPA: 3.68 of 4.00

Certifications

- [Full Stack Digital Marketing Program, RevoU](#) September, 2023
- [Certificate of Test of English as a Foreign Language \(TOEFL\), L.A Language Academy](#) June, 2022
- [Competency certificate in the field of Public Relations, Badan Nasional Sertifikasi Profesi](#) November, 2019