

NAMA USER

Digital Marketing - Ads

masukin email | 0812**** | Jakarta | [LinkedIn](#) | [Portfolio](#)

I am a passionate and results-driven Digital Marketer with a proven ability to create campaigns and exceed performance goals. With expertise in Meta Ads, Google Ads, and TikTok Ads, I have successfully managed multiple brands. Beyond performance marketing, I'm doing content creation, bringing creative and engaging ideas to life. And I am confident that I can be a hardworking and effective Digital Marketer for your company. I am eager to push my limits and deliver the best results to help improve your organization.

Work Experiences

Intern Digital Marketer

September 2024 – February 2025

MOC Millennial Group - Retail

Managed 6 Brand and 2 Business Influencer to promote their products on Meta Ads, TikTok Ads, and Google Ads by creating data-based strategies.

- Developed and executed and optimized campaign ads (CPM, CPC, CPR, CTR, CVR, etc), to get maximum performance and ROAS up to 20%.
- Collaborated with cross-functional teams to create compelling ad creatives and content for diverse audiences.
- Monitored campaign analytics and adjusted strategies to enhance key performance indicators per brand until 20%(KPIs).
- Analyze the previously obtained data using sheets or excel and develop a strategy to ensure future plans run smoothly and achieve the target ROI.

Education

Master Digital Academy - Jakarta

September 2024

Digital Marketing Intern Using Meta Ads, TikTok Ads, And Google Ads

Relate Course: Copywriting, Landing Page, Meta Ads, TikTok Ads.and Google Ads. Making Great Campaign and also making the campaign winning.

Multimedia Nusantara University - Serpong

August 2019 - July 2023

Bachelor of Film with GPA 3.09

Learning how to make films from the beginning till the end.

Relate Course: Communication Class, Digital Advertising, Art, Copywriting and Strategy

Skills

Technician

- Meta Ads
- Google Ads
- Tiktok Ads
- Ads Library
- Elementor
- WordPress
- SEO

Skills

- Hard Worker
- Fast Learner
- Curious Person
- Time Management

Certification

Mini Course RevoU - Jakarta

December 2024

Learning Fundamental and Basic About Digital Marketing

Relate Course: SEO, Meta Ads, CRM, Fundamental.

Master Digital Academy - Jakarta

September 2024

Learning about digital marketing

Relate Course: Copywriting using AI, Landing Page Using AI, Meta Ads, and Tiktok Ads.

Adobe Certified Professional

June 2023-2026

Certified Adobe Premiere Pro

Relate Course: Editing, Color Grading, Premiere Dashboard.

Organization

Forum Komunikasi Putra Putri Purnawirawan dan Putra Putri TNI-Polri - Jakarta

2023 - Present

Anggota Rayon Rayon Jakarta Utara

Participate FKPPI activity on creative, and participate with FKPPI event

- Project that I handle is a feature film called "Anak Kolong". I am giving some of my ideas about the film, so the engagement, and interest of the public is relevant. And giving my opinion to make this film more relatable to high school students, so the public can feel the film.