

Raza Aldiansyah

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DIGITAL MARKETING SUMMARY

- Over 8 years in digital marketing. Formulated strategies and achieved revenue of 500 million to 1 billion IDR on Google, while exceeding revenue targets from 200 million to 325 million IDR on Meta
- Mapped entire business processes or specific departments through mind mapping, enabling business owners to pinpoint business issues and resolve them systematically
- Proficient in digital marketing, starting from planning, execution, optimization, testing, tracking, and reporting.

EXPERIENCES

Digital Marketing Freelance | Self Employee

June 2024 - Present

- Achieved 1,346 leads (1,167 of which are new leads) on Parcelinpack with a CPL of Rp 2,603 within 1 month.
- Formulated a digital marketing strategy for Kopi Tembalang to identify the right target market and grow its Instagram following from 2,000 to 4,900 followers (to date, the count is still ongoing) using Meta Ads
- Developed SEO strategies to make the website Kanopisemarang.id rank on the first page of Google within 1 month and 1 week.

Digital Marketing Manager | MR by Marisa

September 2023 - May 2024

- Planned, executed and optimized paid advertising campaign
- Developed strategy to find platform campaign winning (Google Ads, Meta Ads & Shopee Ads)
- Conducted A/B testing objective, audience and content
- Analyzed performance of campaign and adjust campaign for optimal performance
- Collaborated across division to align creatives with brand guidelines
- Created landingpage for ads campaign
- Exceeded revenue targets from 200 million to 325 million IDR on Meta Ads

Digital Marketing Manager | Gulabed Gadget

January 2022 - August 2023

- Developed a digital marketing strategy to address thin profit margins and transform them into substantial ones
- Created website and landingpage for ads campaign
- Formulated the database specifications to be collected
- Collaborated cross-divisionally to resolve existing business challenges
- Ensured all ads comply with platform policies
- Formulated strategies and achieved revenue of 500 million to 1 billion IDR on Google Ads

Owner | Several Business

June 2018 - Desember 2021

- Develop business through Social Media Marketing (SMM) and Search Engine Marketing (SEM)
- Handle customer interactions via online and offline channels
- Create all content needs (designs, photos, videos, etc.)
- Prepare sales and financial reports

EDUCATIONS

Dian Nuswantoro University | Diploma in Medical Records | CGPA: 3.53

August 2012 - August 2015

Achievements:

- Served as Chairperson of the Faculty of Health Student Executive Board (BEM)
- 1st Place Winner in Medical Coding Competition (Department Level, Group Category)
- Developed a final thesis/project integrating health sciences and information technology

Semarang Muhammadiyah University | Bachelor's Degree in Public Health | CGPA: 3.48

September 2015 -

April 2018

Achievements: Developed a final thesis/project integrating health sciences and information technology

ORGANIZATIONS

Staff | Medical Records Student Organization

2012 - 2013

Staff | Faculty of Health Student Executive Board

2013 - 2014

Chief | Faculty of Health Student Executive Board

2014 - 2015

VOLUNTEER

Staff | Rilaman Doaqu

2016 - 2017

- Assisted in organizing weekly Islamic study sessions
- Supported the preparation of annual religious study events
- Helped coordinate a weekly social charity drive for donations
- Contributed to planning monthly organizational meetings

Chief | Rilaman Doaqu

2017 - 2018

- Established an organizational structure from scratch (where none previously existed).
- Strengthened the organization's presence and influence in Semarang City.
- Pioneered skill-building training programs tailored to members' interests and talents (to maximize their value and growth).
- Elevated the organization's profile from obscurity to citywide recognition, particularly among fellow da'wah activists.

SKILLS

- Technical : Paid Advertising, Analytics and Tracking, A/B Testing and Optimization, ROI and Budget Management
- Soft Skill : Leadership, Presenting, Management Team, Data-Driven Mindset, Problem Solving
- Tools : Google Ads, Meta Ads, Google Analytic, Google Tag Manager,
- Language : Bahasa Indonesia (Active), English (Passive)