

Ajrun Azhim Fawwas

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About Me

A dedicated 8th-semester Business Management student with a GPA of 3.68. Skilled in analyzing, designing, and executing digital marketing strategies, including social media marketing, brand strategy, SEO, and paid advertising. Proficient in content creation, data analytics, and performance marketing, with experience in tools like Google Ads, Meta Ads, and Tiktok Ads. Capable of organizing and optimizing campaigns to achieve business goals while demonstrating strong strategic planning and teamwork skills.

Education

Budi Luhur University (September 2021- Now)

S1 Business Management
IPK. 3.68

TRAINING, COURSES AND CERTIFICATION

- **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

- **My Skill (September 2023 – Now)**

E-Learning 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.

- **My Skill (September 2023 – Now)**

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Professional Experience

PT Trinita Land Collins Boulevard (August 2023 - September 2023)

Management Intern

- Tabulated document archives based on their month and year
- Prepared office administration for signing by the supervisor
- Checked all document archives to ensure they comply with procedure

PT Jagad Tani Selaras (March 2024 – May 2024)

Business Marketing Intern

- Researched client or companies in the fields of agriculture, fisheries, and livestock
- Created digital campaign ideas and presentation for director to identify clients or companies that have been researched, ensuring alignment with the products or services to be offered
- Publicized the company profile through email to offer products or services
- Persuaded clients or companies about the products or services to be offered over the phone

PT Ivonesia Solusi Data (September 2024 – Desember 2024)

Digital Marketing Intern

- Designed, implemented, and optimized digital marketing campaign for ivosights products such as Sociomile, Ivowaba, Ripple10, and BPO through platform such as search engine marketing and Instagram, focusing on achieving CPR and conversion targets
- Monitored and reported monthly search engine optimization rankings for priority keywords to support performance evaluation of digital strategies
- Compiled reports on changes in search engine optimization rankings and provided insights for strategic decision making
- Customize approaches for each product based audience segmentation and market needs
- Managed and optimized general daily tracking via SEM and Instagram, monitored key performance metrics, analyzed cost and SEO to achieve budget efficiency and conversion targets
- Prepared and managed monthly ad summaries for ivosights products, including Sociomile, Ivowaba, Ripple10, and BPO
- Analyzed monthly results of digital marketing and SEO campaigns, transforming findings into actionable strategies
- Created, managed, and monitored UTM links for various digital campaign for ivosights products, including Sociomile, Ivowaba, and BPO

Project Experience

My Skill (September 2023 – November 2023)

Final Project Digital Marketing UMKM Kios Kopi Tepian

- Analyzed and developed brand strategies for SME Kios Kopi Tepian
- Created social media content for Instagram (including feed and story design, content pillars, content calendar, editorial content plan, and social media reports)
- Designed and compiled campaign and reports for paid advertisements through Meta Ads (focused on awareness, engagement, traffic)

SKILLS

- Digital marketing
- Microsoft Office (Word, Excel, Power Point)
- Google Workspace (Google Spreadsheet, Google Slides, Google Docs)
- Brand strategy
- Brand analyzed
- Marketing management
- Social media marketing
- Graphic design (Adobe Illustrator, Canva)
- Search engine optimization (Google Keyword Planner, Seo Optimizer, Google Looker Studio)
- Search engine marketing (Google Ads)
- Performance marketing (Google Ads, Meta Ads, TikTok Ads)
- Business strategy
- Business model canvas
- Strategic planning
- Team leadership
- Data analytics (Google Spreadsheet)
- Data management (Google Spreadsheet)
- Product design (Adobe Illustrator)
- English (Intermediate)
- Indonesia (Native)
- Video editing (Adobe Premiere Pro, Capcut)