

DIMAS SURYADIYANTO

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ABOUT ME

4 years experience in digital marketing industry, handling jobs such as account management, campaign and creative planning, to digital media placement (Facebook, Instagram, and Google Advertising).

Experienced in working with agile teams, so I am able to adapt fast with team condition. Also fast learning to new concepts and technologies that related with Digital Marketing.

EXPERIENCE

Digital Strategist at Bimbel Nurul Fikri (August 2018 - Present)

- Creating concept & executing social media contents.
- Analysing Bimbel Nurul Fikri social media performance.
- Create and execute concept of branding & sales campaign.
- Create a Landing Page for Bimbel Nurul Fikri products.

Digital Marketing Specialist at Afra Insan Amanah (January 2017 - July 2018)

- Leads and coordinating various agents from two brands (Afrakids, Kids Clothing) (Bangnana Chips, Banana Snacks), for selling their products and get re-seller through Facebook And Instagram Ads.
- Maintain Afrakids & Bangnana Chips agents Social Media Ads Performance.
- Creating compelling content (Copy-writing & Image) to get re-seller and product sales.

Digital Strategist at Upnormals Pingfans (August 2015 - August 2016)

- Planning and coordinating with fellow teams about the digital strategy that reach marketing and campaign goals.
- Helping the client through maintain the communication, analyzing the result, recommending different options, implementing solutions, and reporting the progress.

These strategy is covering marketing and communication plans, which could bridge from web, email, mobile, gaming, social media and traditional advertising such as TVC and print banner.

Part Time Lecturer

- Lecturing Digital Marketing for Visual Communication Design Students, at Trisakti School of Communication and Media (March 2018 - July 2018).
- Sharing Session at TDA (Tangan di Atas) Community Depok and Tangerang. Sharing about Digital Marketing Strategy for getting reseller (April 2018).
- Sharing Session at Kolla Skill-Up, Jakarta. Sharing about fundamentals of digital analytics to business owners (April 2018).
- Sharing Session at UI Business Incubator, Depok. Sharing about fundamentals of digital marketing to business founders that participate in UI Business Incubator Program (February 2018).

EDUCATION

- **Bachelor of Business Administration, University of Indonesia (August 2009 - February 2014)**

SKILLS

- 3 Years of Social Media Advertising (Facebook & Instagram Ads)
- 2 Years of Content Writing
- 3 Years of Adobe Illustrator
- 1 Year of Wordpress Developer
- 3 Years of Social Media Analytics
- 3 Years of Digital Strategy