



IRWAN SAPUTRA

DIGITAL MARKETING SPECIALIST



+62 897 9906 686



Irwankhairy7@gmail.com



Jakarta, Indonesia

Summary

Results-driven digital marketing specialist with a proven track record of leading successful campaigns and driving business growth. Navigated challenges during the pandemic and contributed to achieving key business targets, including 61% of IDR 27.3B (2023) and 56% of IDR 28.8B (2024). Strong collaborator, working closely with sales, marketing, and cross-functional teams to execute effective strategies and maximize results.

Education

Bachelor of Information Systems

Amikom University Yogyakarta (July 2010 - August 2014)

Experience

Freelance Digital Marketer

Client from Singapore (Jul 2024 - Apr 2025)

- Developed and executed digital marketing strategies to promote Shuang Hor's health and wellness products across various channels.
- Ran and optimized Meta Ads campaigns (Facebook & Instagram) to generate leads, drive product awareness, and recruit new prospects.
- Created and managed content for social media, WhatsApp groups, and email campaigns to educate and engage audiences.
- Designed and wrote landing pages and promotional copy to support product sales and recruit new business partners.

Senior Digital Marketing & Content Specialist

PT Grha 165 Tbk (Jan 2022 - Feb 2025)

- Created engaging website copy, blog posts, and social media content, driving a 25.08% increase in website traffic and an 85.12% boost in mobile traffic.
- Worked closely with cross-functional teams to develop cohesive, results-driven marketing campaigns.
- Managed and maintained informative, compelling content across multiple social media platforms.
- Led Meta Ads initiatives—handling content ideation, copywriting, strategic planning, and execution of full-funnel marketing strategies.
- Contributed to notable revenue achievements with the marketing team, reaching Rp16.06 billion in 2024 (55.6% of the Rp28.86 billion target) and Rp15.49 billion in 2023 (60% of the Rp25.82 billion target).

Digital Marketing & Content Specialist

PT Grha 165 Tbk (Nov 2020 - Dec 2021)

- Developed and executed successful digital marketing strategies, resulting in a 26% target realization during the COVID-19 crisis.
- Collaborated with cross-functional teams to gather information and create social media content.
- Assisted in the monitoring of social media accounts and responding to customer inquiries and feedback.

Digital Marketing Specialist

PT Eurobutik Bangun Indonesia (Apr 2019 - Nov 2020)

- Assisted in the planning and execution of digital marketing campaigns including email, and social advertising.
- Developed and maintained engaging and informative content for social media platforms.
- Oversaw the company website, keeping it up-to-date and user-friendly while optimizing it for search engines to enhance organic traffic.
- Collaborated with the parent company to organize events, enhancing brand visibility and customer engagement.

Product Content Writer

PT VIP Plaza Indonesia (Apr 2016 - Nov 2018)

- Wrote copy for a series of product descriptions for an e-commerce company.
- Researched and gathered valuable information from reliable sources to produce SEO-friendly content driving more viewers to the website.

Marketing Officer

iTTTi Indonesia (Dec 2014 - Dec 2015)

- Assisted in the development and execution of successful marketing campaigns.
- Strategically collaborated with other departments, contributing to successful project completion that generated more revenue.
- Made a high volume of outbound calls to potential customers, both cold calls and warm leads.

Skills

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|--|------------------------------|
| • Strong Attention to Detail | • Copywriting & Copy Editing |
| • Social Media Management | • Marketing Strategies |
| • Search Engine Optimization | • Market Research |
| • Customer Relationship Management (CRM) | • Landing Page Optimization |
| • Analytic & Reporting | • E-commerce Optimization |
| • Audience Targeting | • Paid Ads |

Portfolios & Profiles

- www.irwansaputra.com/projects
- <https://www.linkedin.com/in/irwansaputraa/>

Languages

English (Professional Working Proficiency)

Capable of using English in professional contexts, including presentations and discussions.

Arabic (Fluent)

Proficient in speaking, reading, writing, and listening with ease.

Indonesia (Professional Working Proficiency)

Proficient in formal and standardized language usage, including grammar, spelling, and writing rules based on official linguistic guidelines.

Certifications & E-Course

- ✓ Full Stack Digital Marketing Bootcamp Cohort-6
www.belajarlagi.id
- ✓ Fundamentals of Digital Marketing
Google ID
- ✓ Social Media Marketing Crash Course
Semrush Academy
- ✓ Mahir Digital
Batch #8