

Muhammad Fauzan Alimuddin

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SUMMARY

5+ Years Experienced as a Full Stack Digital Marketing and Digital Project Manager. I Was handled client's in various industries FMCG, Beauty, F&B, Electronics & Gadget, Education, Banking & Fintech, E-Commerce, Fashion & Sport, Oil & Gas and Health, Pharmacy & Medical Industry.

EDUCATION

Universitas Gadjah Mada
MBA (Marketing)

2019-2022

WORK EXPERIENCE

Brand Strategic Promotions & Digital Marketing Manager – PT Eka Boga Inti
Jakarta, Indonesia – 2024-Now

- Lead & Manage Team Digital Marketing
- Develop Brand and Promotion Strategy
- Develop & Improve All Digital Assets
- Achieved ROAS 3 -10x (From All Digital Activities)
- Digital Automation Project Manager

Digital Marketing Manager– PT Tripacific Electrindo (Sekai Indonesia)
Jakarta, Indonesia – 2023-2024

- Plan, Execute, and Manage all digital marketing for Sekai Indonesia, including SEO, SEM, KOL and social media
- Establish and execute a digital marketing strategy to distribute content
- Work with and manage a team of Website, E-commerce, and other stakeholders to maintain a digital presence
- Maintain consistent brand messaging across all social channels
- Identify, analyze, and measure trends and content to assess how well it's performing and optimize user experience
- Achieved ROAS 2 - 20x (Ads Performance)

Senior Digital Marketing Consultant – PT Adasia Technology Indonesia
Jakarta, Indonesia – 2022-2023

- Prospect, Pitch and Deal the new business.
- Digital Marketing Project Management
- Handlings end to end campaign from executing the brief until reporting.
- Handlings all digital services campaign from various digital channel
- Communicating and monitoring the campaign so the clients KPI's campaign will achieve.
- Reporting and Evaluation Digital Campaign
- Awardee Bronze and Silver Digital Marketing Consultant

SKILLS : Social Media Management, Media Placement Strategy, Marketing Promotion Strategies, Web Analytics, Communication and Writing skills, Digital Marketing Project Management, Basic SEO & ASO , Social media tools (Moodash, Social Blade, & analisa.io), Microsoft Words & Excel, Canva Design, Media Buying & Placement, Google Analytics, and Social Media Ads