



Q want to know more about Iqbal Abdurachman?











want to know more about **Iqbal Abdurachman**?







https://en.wikipedia.com.iqbal+abdurachman

Who is **Iqbal Abdurachman?**

A highly motivated International Relation graduate with working experience across all digital marketing funnel, who is had speciality in content marketing & facebook ads. I am currently work as Digital Marketer at Shift Academy (Peopleshift). Have a responsibility both for Peopleshift (B2B) and Shift Academy (B2C). In charge for several project that boost audience, followers and revenue stream.

People Also Ask

What is his work experience?



2020 - present

Digital Marketing Freelance

Collaborate with several SMEs & musician to boost their brand & revenue Client:













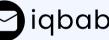
2021 - 2023

Digital Marketer Shift Academy (Peopleshift)

Work closely with C-Level to create a campaign and gain more revenue. Working as fullstack digital marketing and responsible for all digital platform.



His Contact



iqbabd26@gmail.com



6289 1735 4622



2024 - present

Digital Marketer (SEO & SEM Project) YUKK Indonesia

YUKK Indonesia is Startup Fintech company who serve payment gateway service. Working as digital marketing for SEO and SEM Project.







Portfolio

want to know more about **Iqbal Abdurachman**?







People Also Ask

What is his education?



2016 - 2021

International Relations Studies – Muhammadiyah University of Yogyakarta.

Taking Specializing in transnational society that focuses on community development and behavior. Writing a thesis focusing on digital campaigns one of the largest international NGOs. During university, Iqbal actively volunteers for some organizations and movements.



2023

Fullstack Digital Marketing - RevoU

Score: 96/100

Learning from RevoU, an online learning academy with an acceptance rate of <10%. I will be involved in 12-week class with the full spectrum of online marketing: organic and paid marketing. Committed 200+ hours of lectures and submitted over 35 assignments, mentored by elite instructors from top unicorn companies.



His Contact iqbabd26@gmail.com 62812 1735 4622









want to know more about **Iqbal Abdurachman**?



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People Also Ask

What is his best skill?

His Hardskill/Techinical Skill List

Here are some digital marketing tools that Iqbal often uses in his daily work. These tools greatly assist Iqbal in his work processes.







Meta Ads

Google Ads

Seach Engine Optimisation





Figma



Google Analytics

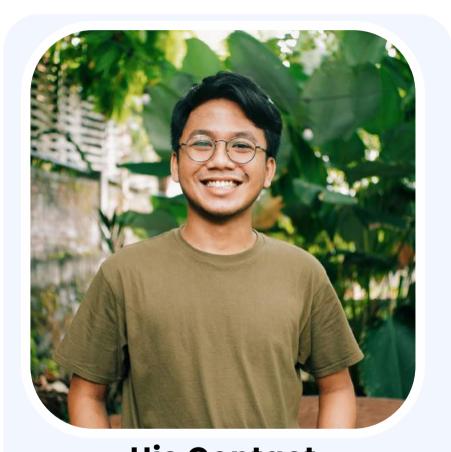






Looker Studio Wordpress





His Contact iqbabd26@gmail.com 62812 1735 4622



Table of Content

From here, you will see Iqbal' works from the past few years.

Start with social media.

Enjoy!



















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YUKK Indonesia Google Ads

My scope of work is managing ad campaigns, conducting audience research, creating headliine, ad copy, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



Campaign: February 2024

Campaign Summary:

IDR 68 Mio 4,12% Avg. CTR total spend

IDR 6.240 3,58% **Conversion Rate** Cost per Lead









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Onlashes Beauty Clinic

My scope of work is managing ad campaigns, conducting audience research, creating campaign, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



Campaign: March - April 2024

Campaign Summary:

IDR 32 Mio 2,15% total spend Avg. CTR

IDR 8.700 13,5% **Conversion Rate** Cost per Lead









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https://instagram.com/shiftacademy.id :



Shift Academy

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



Campaign Summary:

IDR 150 Mio 3,0% total spend Avg. CTR

IDR 6.000 15,5% **Conversion Rate** Cost per Lead

Ads Creative Example:











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https://instagram.com/peopleshift.id **Peopleshift**

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.

Ads Creative Example:





Campaign Summary:

IDR 20 Mio 2,5% Avg. CTR total spend

IDR 8.000 Cost per Lead

10,3% **Conversion Rate**







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https://instagram.com/shiftacademy.id

Cupet - Pet Dating Platform

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



Campaign Summary:

IDR 500K total spend

3,0% Avg. CTR

IDR 15.000

26%

Cost per Lead

Conversion Rate

Ads Creative Example:













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https://instagram.com/shiftacademy.id

Senja Massage and Reflexology

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



Campaign Summary:

3,9% Avg. CTR

IDR 11.000

20%

Cost per Lead

Conversion Rate

Ads Creative Example:



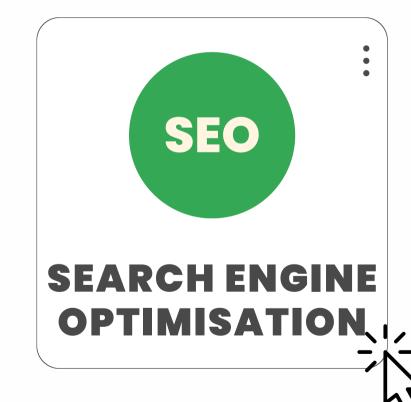




Table of Content

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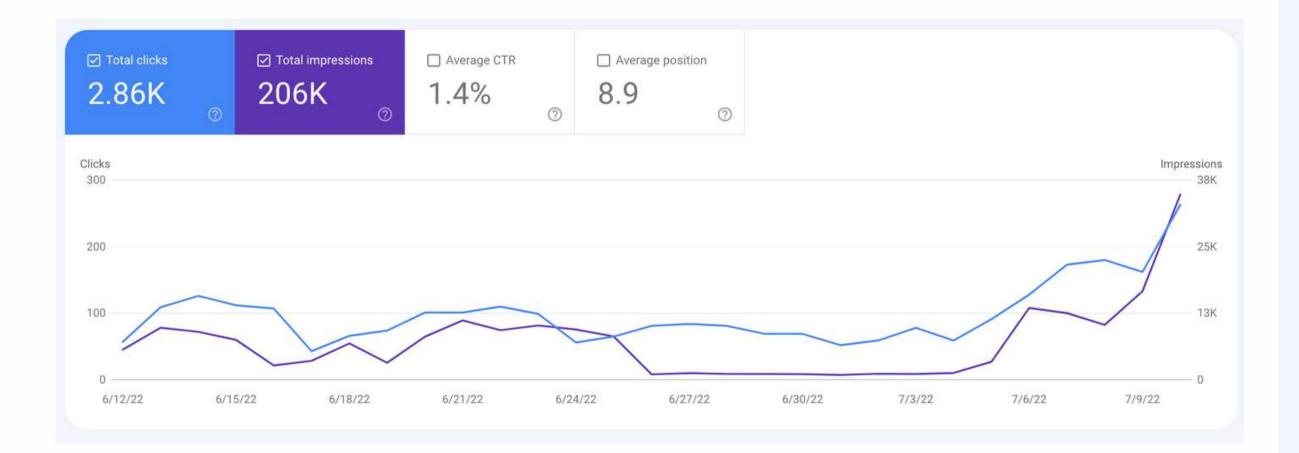
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https://instagram.com/shiftacademy.id

Shift Academy

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



SEO Summary:

3000 **Total Click** 200.000 **Total Impression**

1,4% Avg. CTR









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https://yukkindonesia.co.id

YUKK Indonesia

My scope of work is managing ad campaigns, conducting audience research, creating ad creatives, monitoring ad performance, adjusting budgets, and optimizing targeting to maximize ROI and reach campaign objectives. Also, analyze data and report on key metrics for continuous improvement.



SEO: March 2024

SEO Summary:

27000 **Total Click** 597.000 **Total Impression**

4,5% Avg. CTR









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https://www.google.com/search?q=shift+academy&rlz

Shift Academy (Peopleshift)

Shift Academy webpage is got hacked. I am responsible to clear all of keyword that did'nt represent Shift Academy main topic, and deleting all 404 page from the website.

Top queries 1	Top queries
shift academy	shift academy
winslot777	shiftacademy
gowd	bootcamp data science
shiftacademy	bootcamp data analyst
bootcamp digital marketing	data science bootcamp
pasangslot	bootcamp full stack developer
bootcamp data science	a/b testing adalah
surgaplay	data science bootcamp indonesia
a/b testing adalah	data analyst bootcamp indonesia









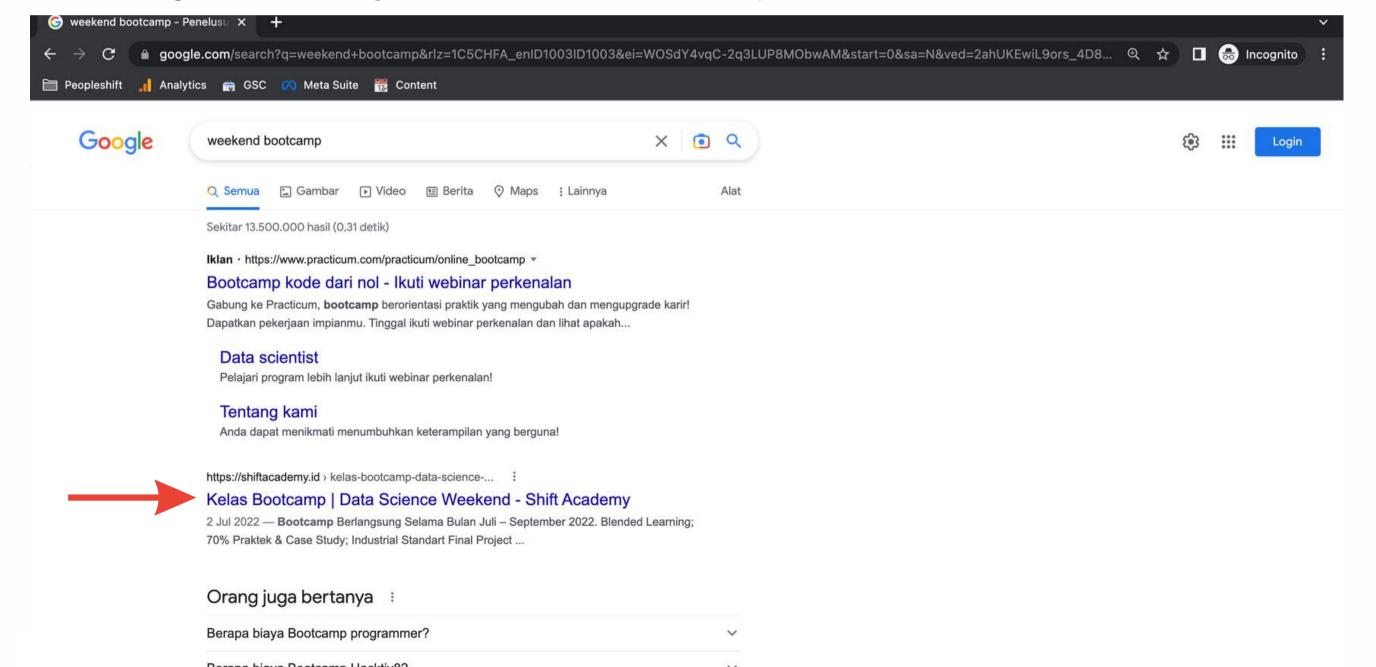
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https://www.google.com/search?q=shift+academy&rlz

Shift Academy (Peopleshift)

Performing No#1 on Google SERP result for related Keyword.











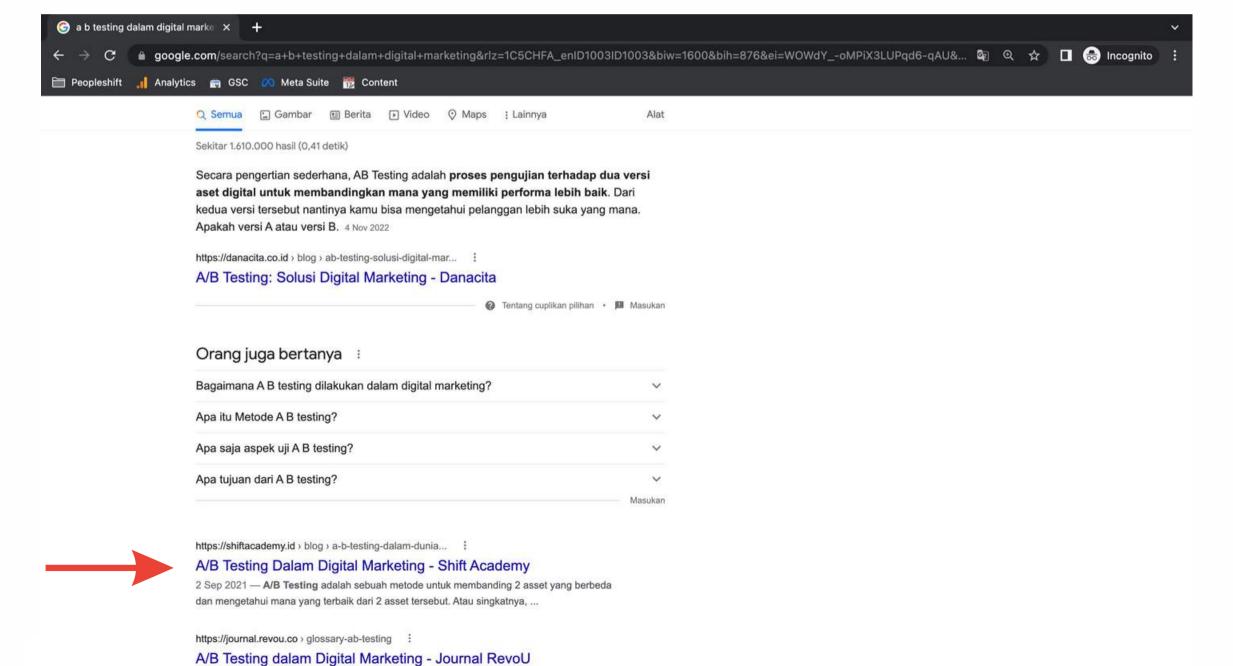
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https://www.google.com/search?q=shift+academy&rlz

Shift Academy (Peopleshift)

Performing No#1 on Google SERP result for related Keyword.













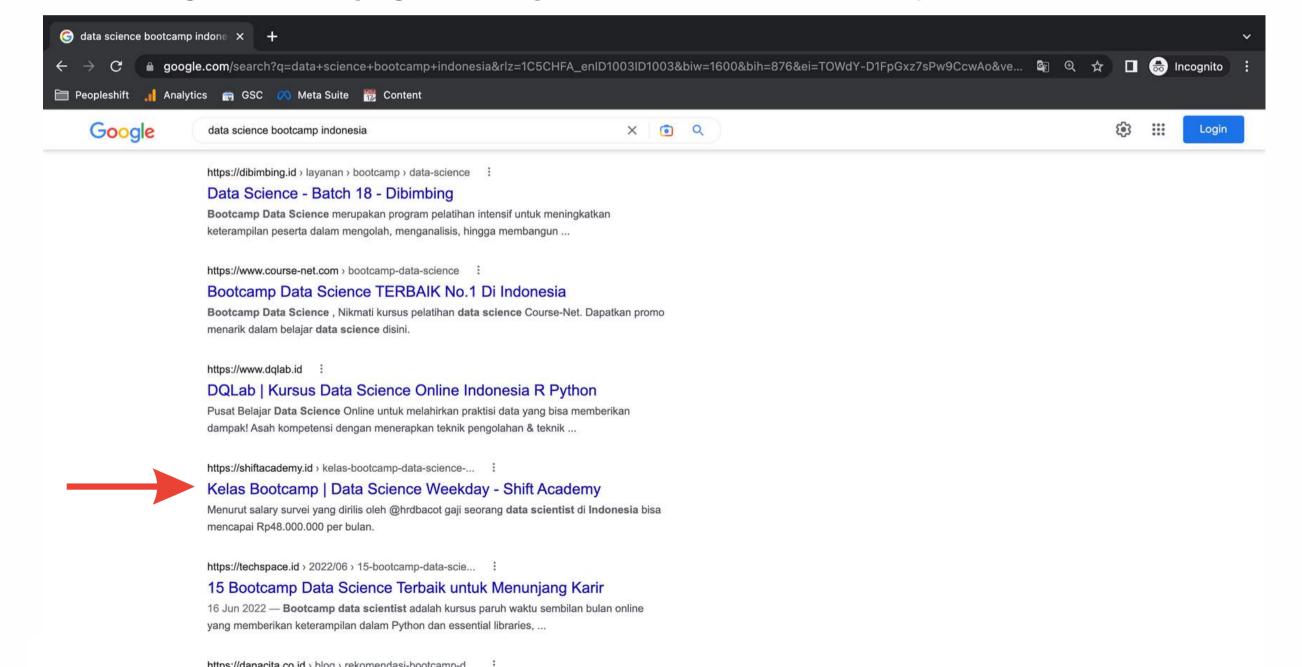




https://www.google.com/search?q=shift+academy&rlz •

Shift Academy (Peopleshift)

Performing No#5 first page on Google SERP result for related Keyword.









Q



https://www.google.com/search?q=shift+academy&rlz

Shift Academy (Peopleshift)

Performing No#5 first page on Google SERP result for related Keyword.

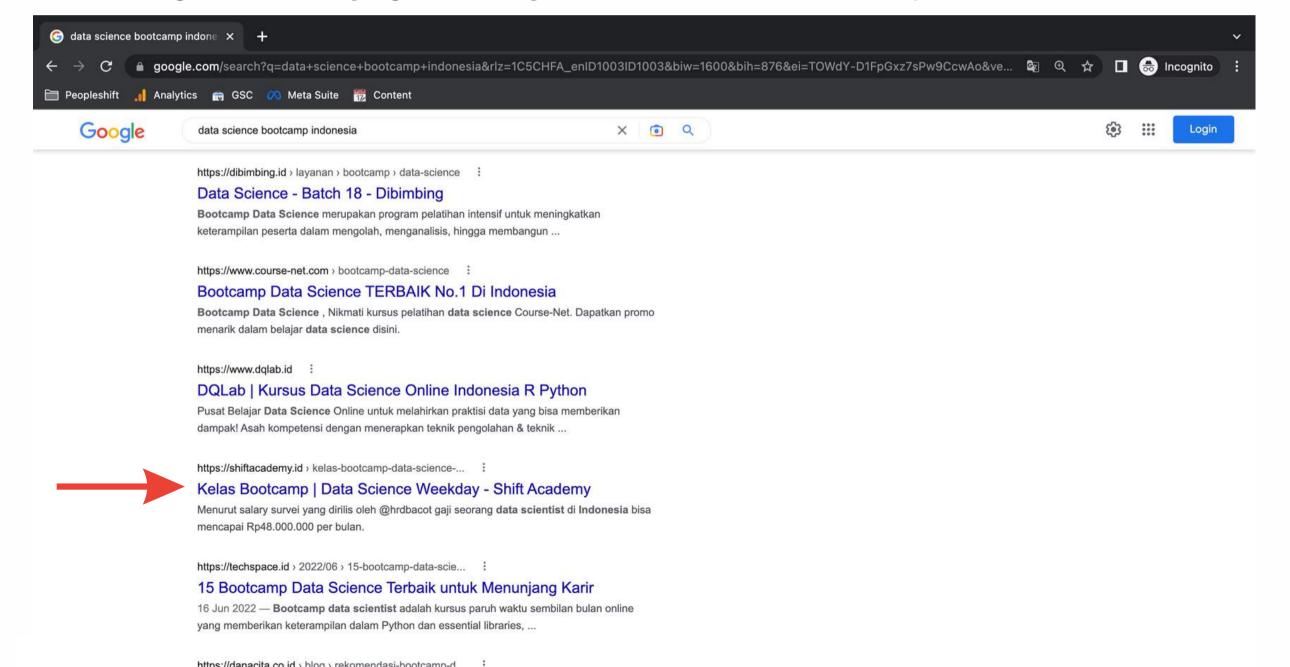
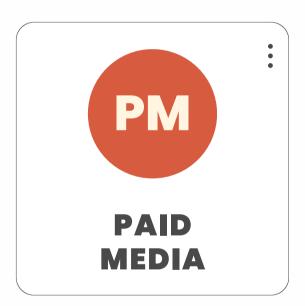




Table of Content

After seeing Iqbal's work on social media, now you will see Iqbal's design and website creation from sratch Enjoy!



















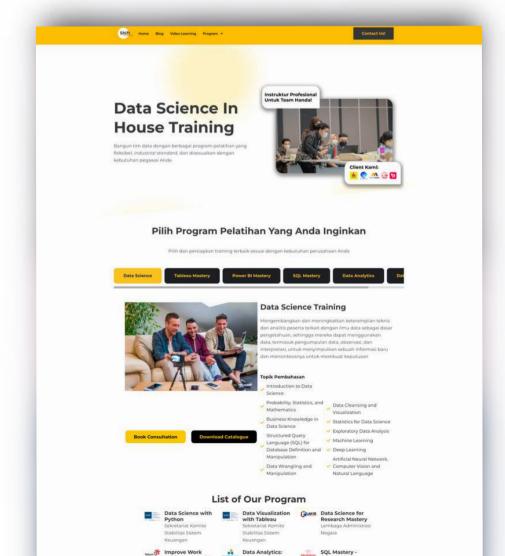
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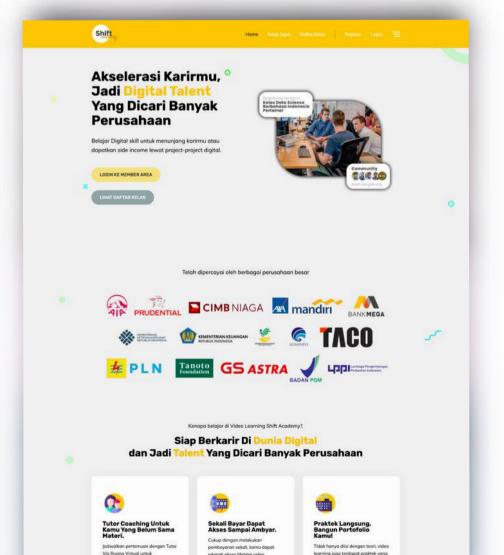


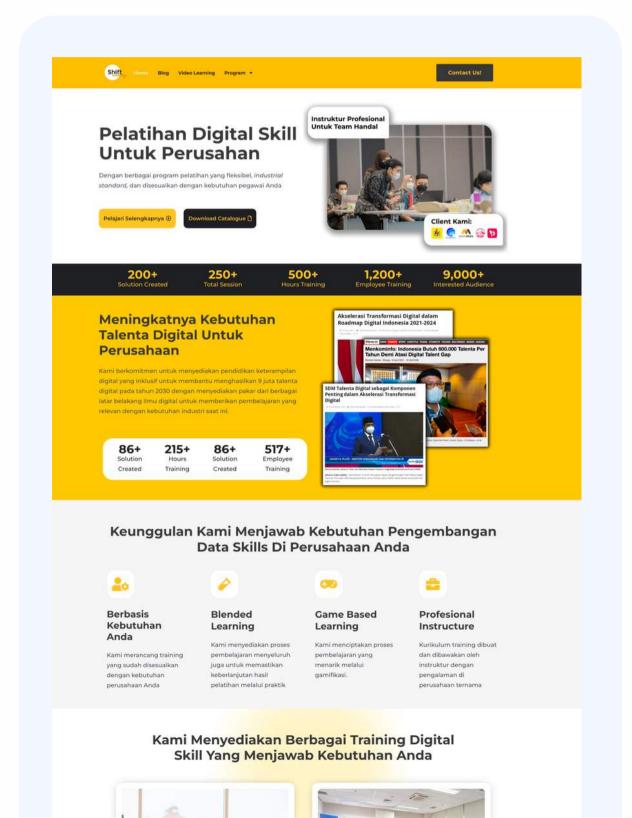
https://shiftacademy.id

Shift Academy - Website Development

Builds and maintains websites using WordPress, customizes themes, and plugins, troubleshoots issues, ensures site security, creating content to deliver high-quality, user-friendly websites.















2



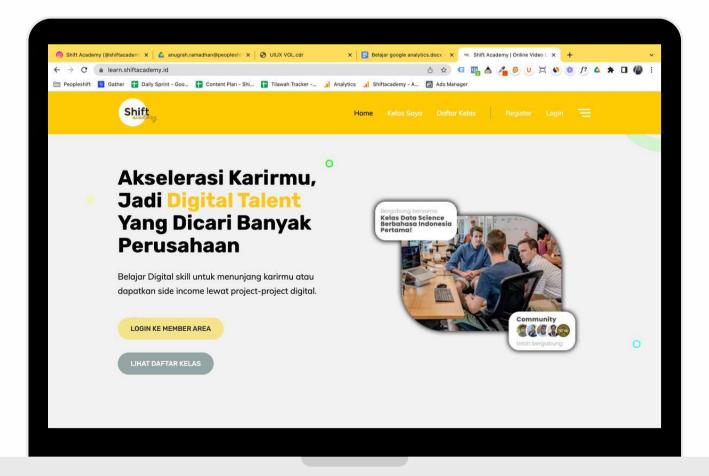
https://learn.shiftacademy.id

Shift Academy - Online Video Learning UI/UX Design

Creating UI/UX to deliver intuitive digital experiences. Conducting user research, developing wireframes, and prototypes. My design interfaces with a focus on aesthetics, usability, and accessibility. They collaborate with developers and stakeholders to ensure the final product aligns with the user's needs and business goals.



before











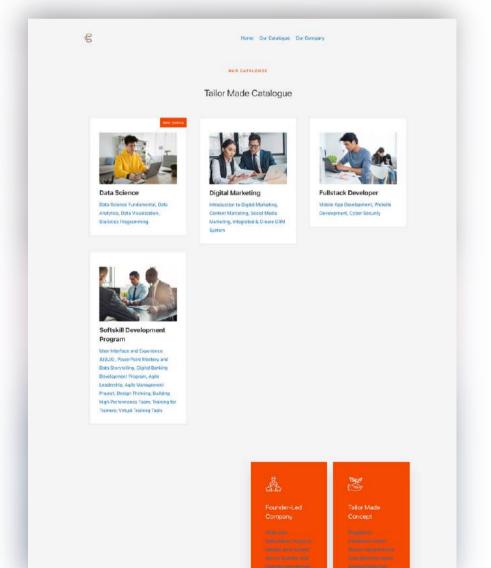


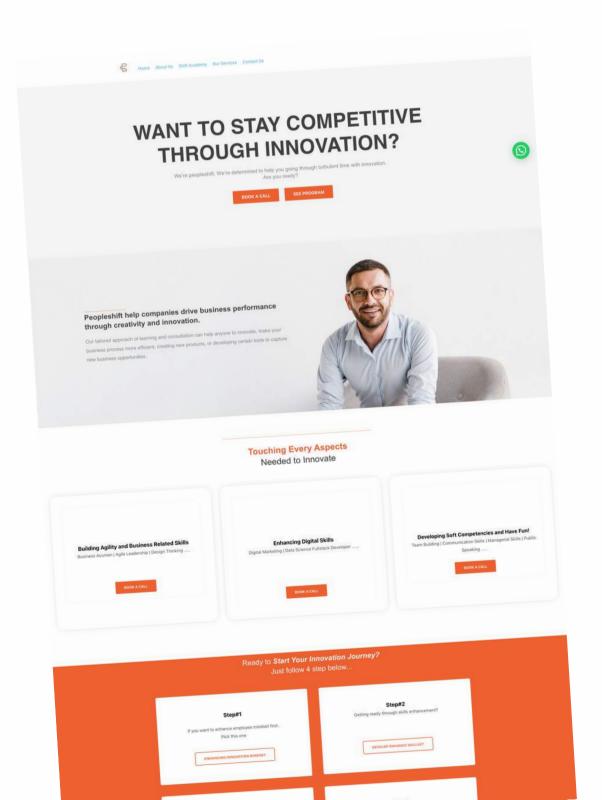
https://peopleshift.id

Peopleshift - Employee Development Consultant

Builds and maintains websites using WordPress, customizes themes, and plugins, troubleshoots issues, ensures site security, creating content to deliver high-quality, user-friendly websites.















Q



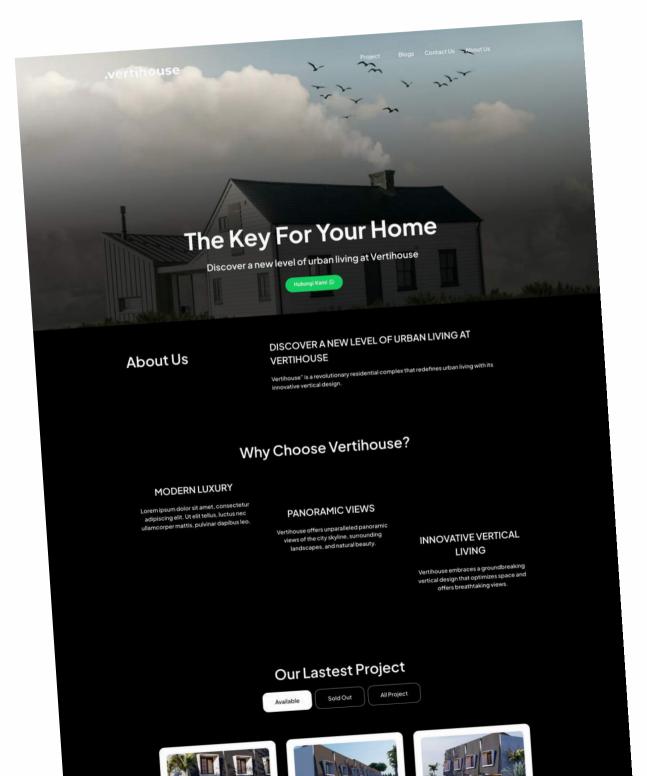
https://verthouse-land.com

Vertihouse - Developer Perumahan Amanah

As WordPress developer works on website design and development using the WordPress platform. My tasks include theme customization, plugin integration, troubleshooting technical issues, optimizing site speed, ensuring responsive design.













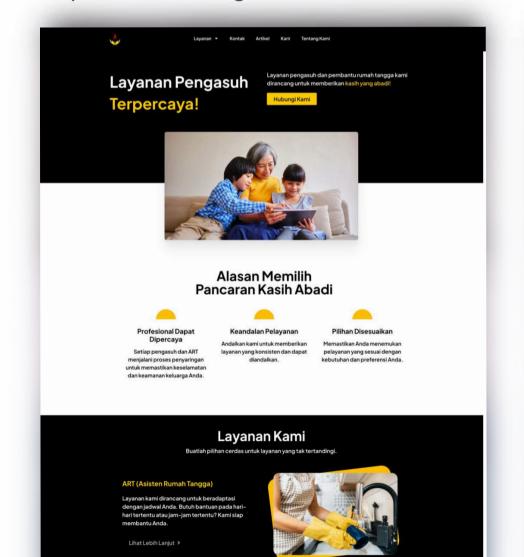




https://pancarankasih.com

Pancaran Kasih Abadi - Layanan Pengasuh

As WordPress developer works on website design and development using the WordPress platform. My tasks include theme customization, plugin integration, troubleshooting technical issues, optimizing site speed, ensuring responsive design.















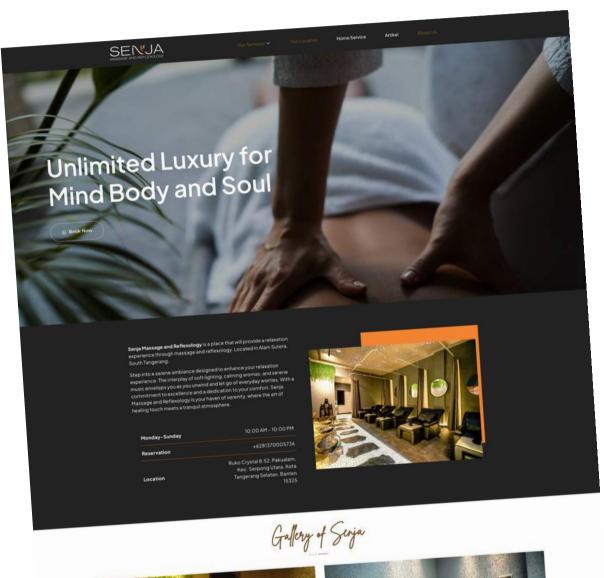
Q



https://verthouse-land.com

Senja Massage and Reflexology

As WordPress developer works on website design and development using the WordPress platform. My tasks include theme customization, plugin integration, troubleshooting technical issues, optimizing site speed, ensuring responsive design.















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https://titkpulang.com

Titik Pulang - Developer Perumahan

As WordPress developer works on website design and development using the WordPress platform. My tasks include theme customization, plugin integration, troubleshooting technical issues, optimizing site speed, ensuring responsive design.











For Detail, Please Visit My Website

https://liburandirumah.xyz





Scan Here



Table of Content

The last! You will see Iqbal's work on social media paid (facebook ads) between his ads creative and his campaign.



















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https://instagram.com/shiftacademy.id

Shift Academy

my responsibility for managing and growing a brand's online presence. My daily tasks include creating and scheduling content, engaging with followers, monitoring trends and conversations, analyzing performance metrics, running ad campaigns, and staying updated on platform algorithm changes.





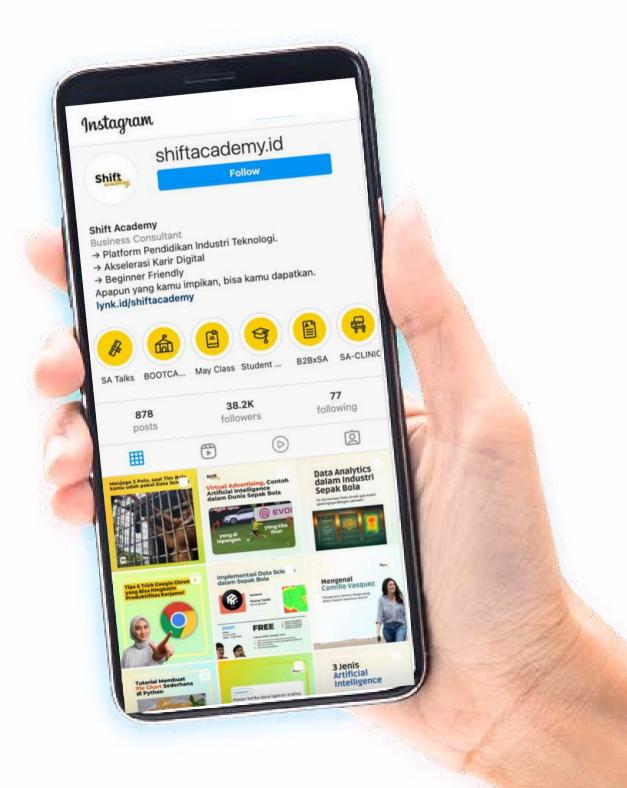






Content Instastory

instagram.com









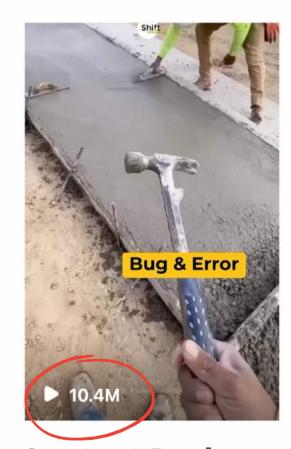




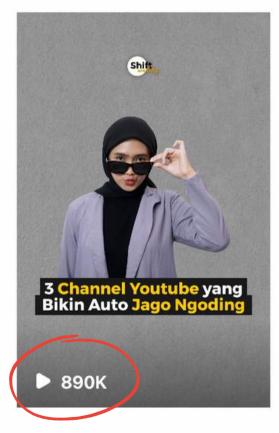
https://instagram.com/shiftacademy.id

Shift Academy

Creating viral content by brainstorming and making sure the content is relatable for the audience. Achieving 10M Play and 189K Likes on Reels with 1 viral content.



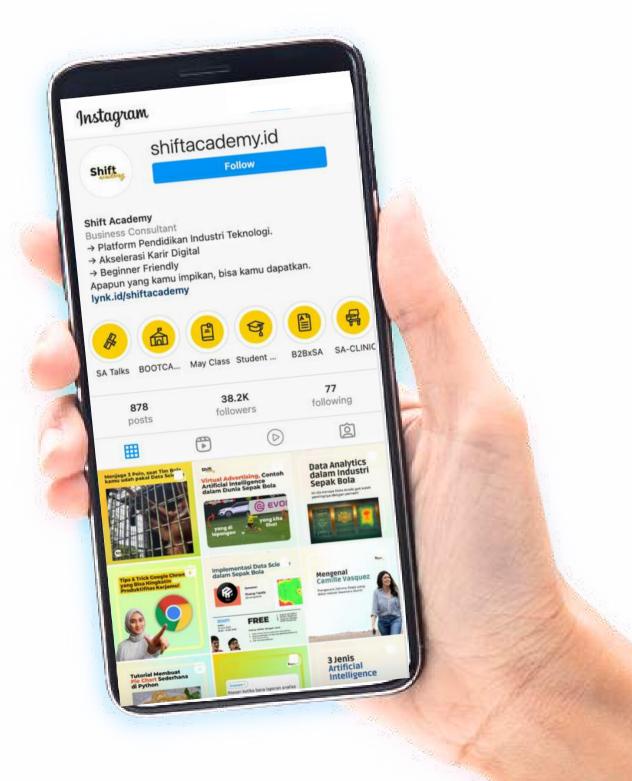
Content Reels 10.4Jt Play, 189Rb Likes



Content Reels 890rb Play, 54Rb Likes



Content Feed 11rb Play, 1Rb Likes









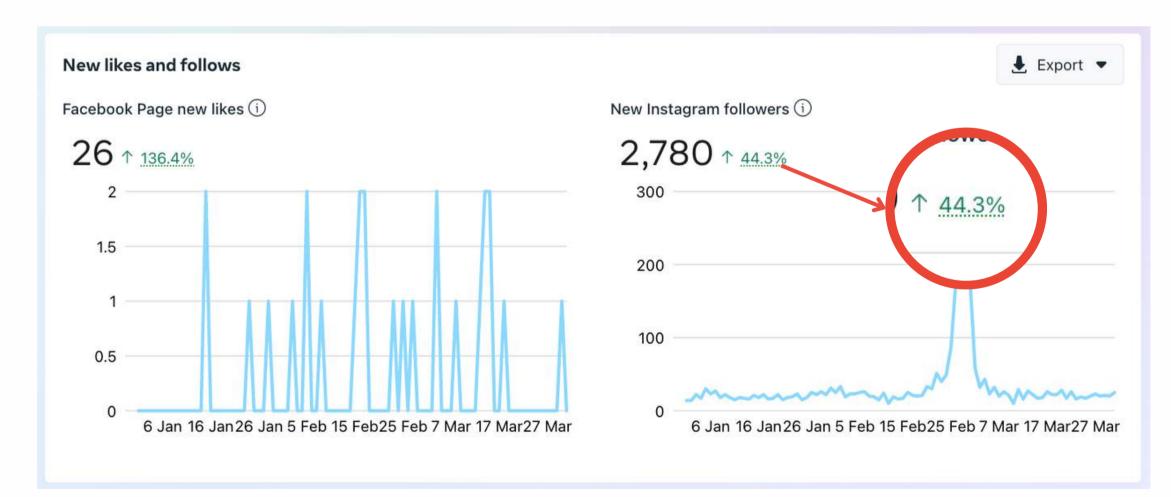




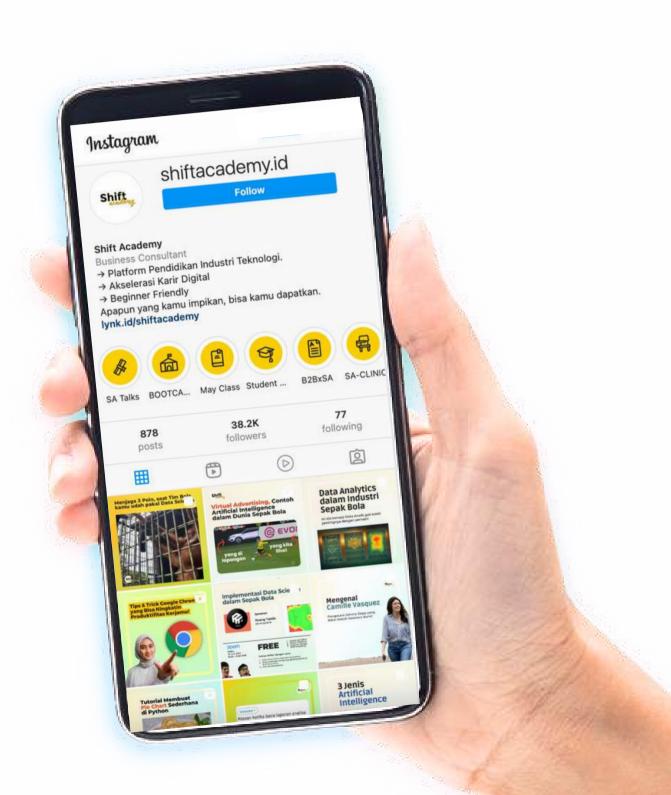
https://instagram.com/shiftacademy.id

Shift Academy

Achieving followers growth by 44,3%, Reach by 6600%, and Profile visits by 21,9% (QoQ) by conducting research & creating content that is more relevant to the audience



^{*}data: Jan - Mar 2023











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https://instagram.com/peopleshift

Peopleshift - Employee Development Consultant

Peopleshift is a company that focuses on employee training and development. My responsibility includes: conducting content research, creating content briefs & designing content, uploading & managing social media account.











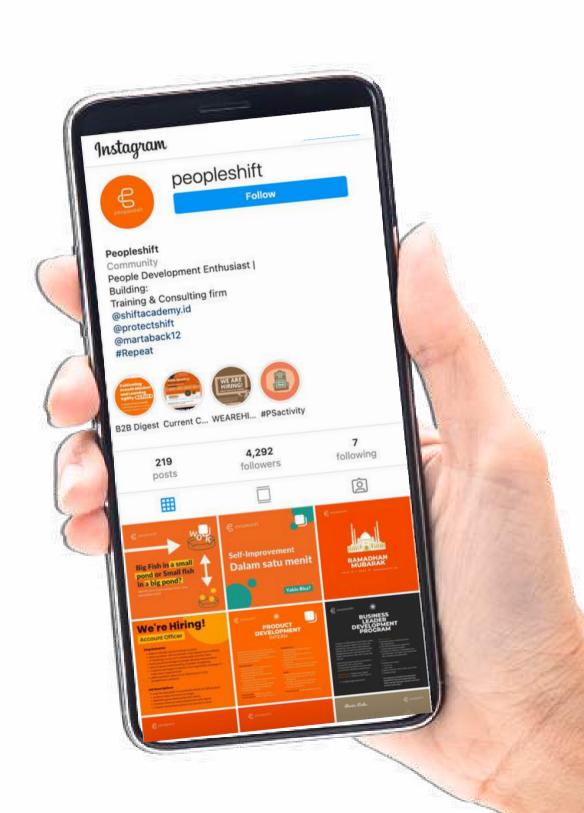


Content Instastory

instagram.com



instagram.com









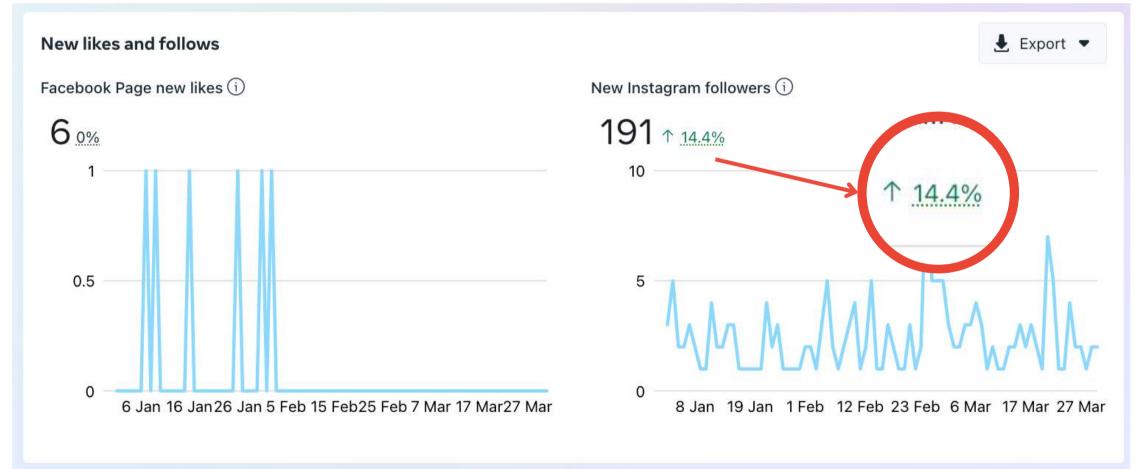
2



https://instagram.com/peopleshift

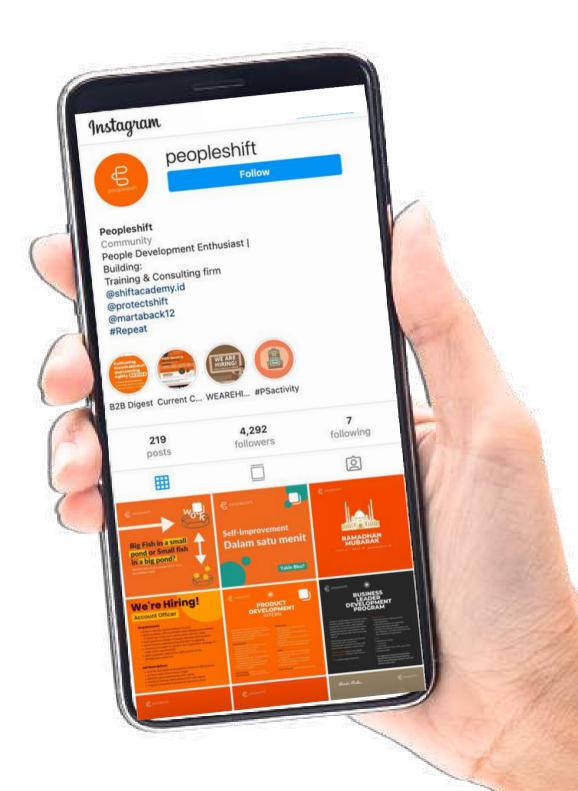
Peopleshift - Employee Development Consultant

Achieving **follower growth by 14,4%, Reach by 5000% (QoQ)** by conducting research & creating content that is more relevant to the audience



Achieving **follower growth by 14,4%** (QoQ) by conducting research & creating content that is more relevant to the audience

*data: Jan - Mar 2023













https://instagram.com/peopleshift

Squadgames - Team Building Specialist

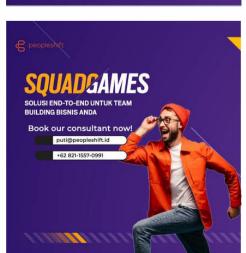
Squadgames is a company that focuses on team building training and development. Have 4 main program there are 24 Hour Challenge, Heroes Stories, Lawn Games and Classic Squadgames











Instagram Content

instagram.com





Content Instastory

instagram.com











https://instagram.com/sakra.id

Sakra.id - Authentic Shoes Reseller

Sakra.id is an MSMEs with a shoe sales business model targeting young people. Iqbal's responsible for maintaining all social media content, and manage to boost profit approx 40% on the first month.



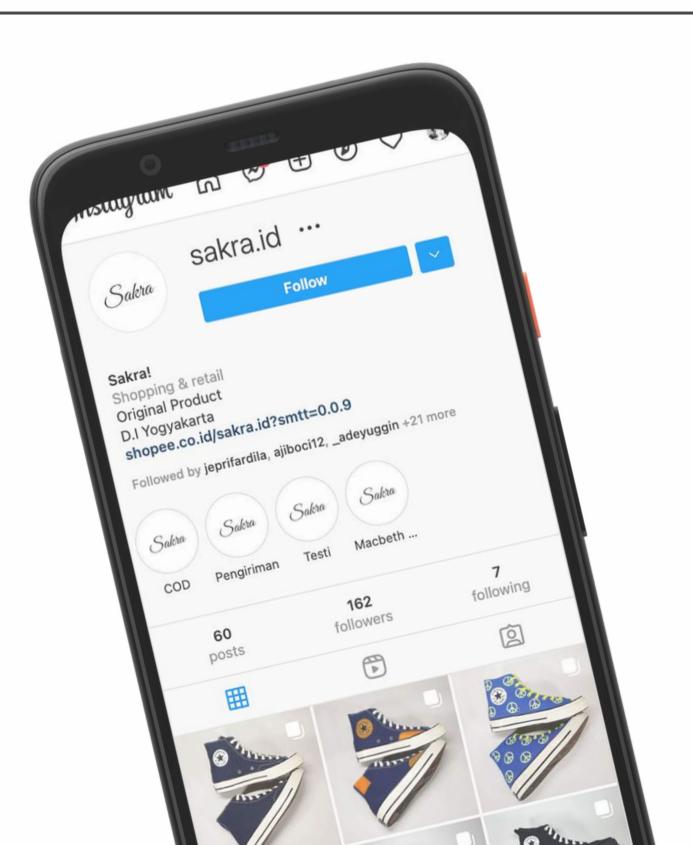






Content Feed

instagram.com











2



https://instagram.com/brighted.id

Brighted.id - Video Learning Platform for SBMPTN

Brighted (Bright Education), is a startup company based in Depok, Jawa Barat. Focused on helping high school students pursue their dream universities.



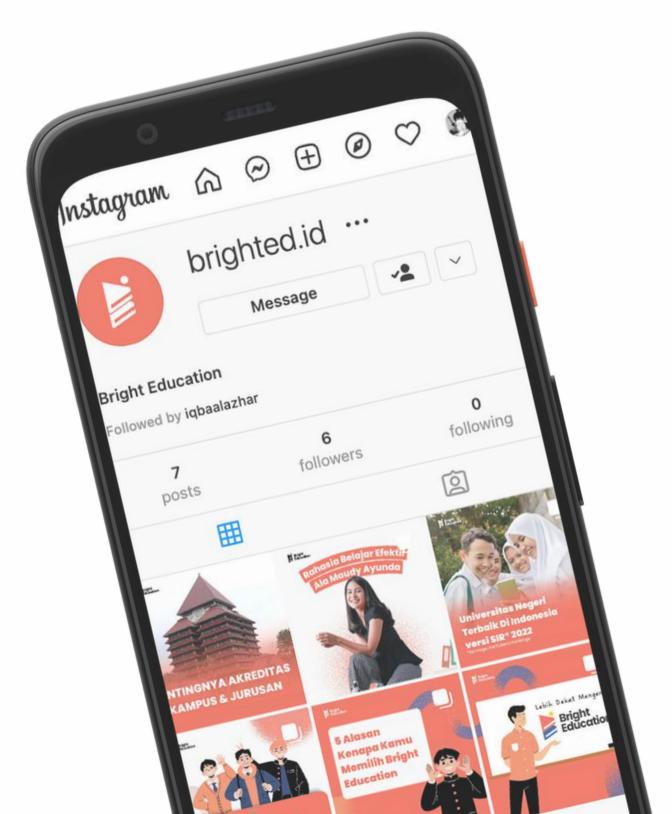
























https://instagram.com/peopleshift

Rolin Noris - Jogja Indie Folk Singer

Rolin Noris is a Indie folk singer based on Yogyakarta, Indonesia. Have a powerful lyrics and music ambient. Collaborate with Iqbal, Rolin Noris had release single with title is Karikatur Ruam Ingatan.



Karikatur Ruam Ingatan



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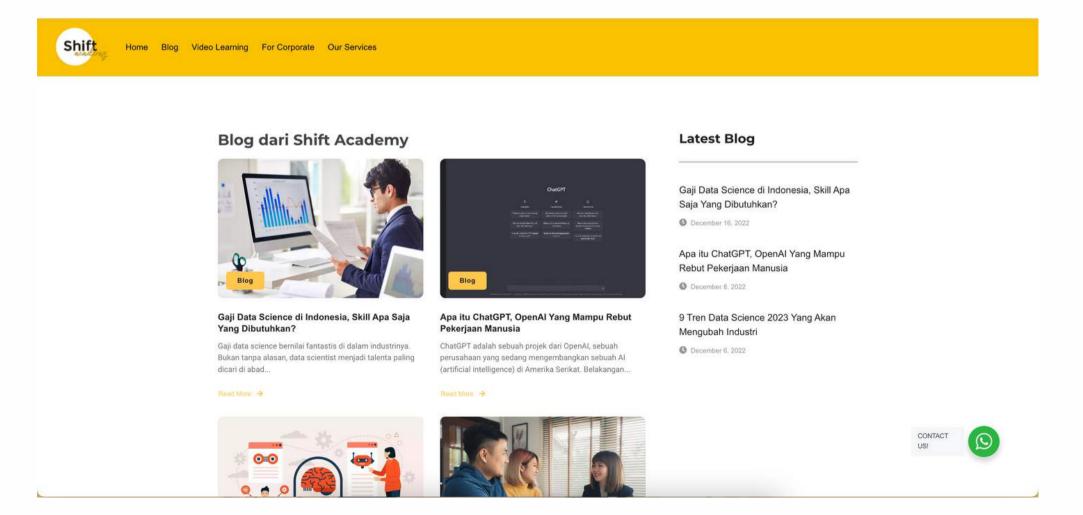
Content Writing



https://shiftacademy.id/blog/

Shift Academy Blog

Researching industry-related topics (combining online sources, interviews, and studies). Writing clear marketing copy to promote our products/services. Preparing well-structured drafts using Content Management Systems











Content Writing

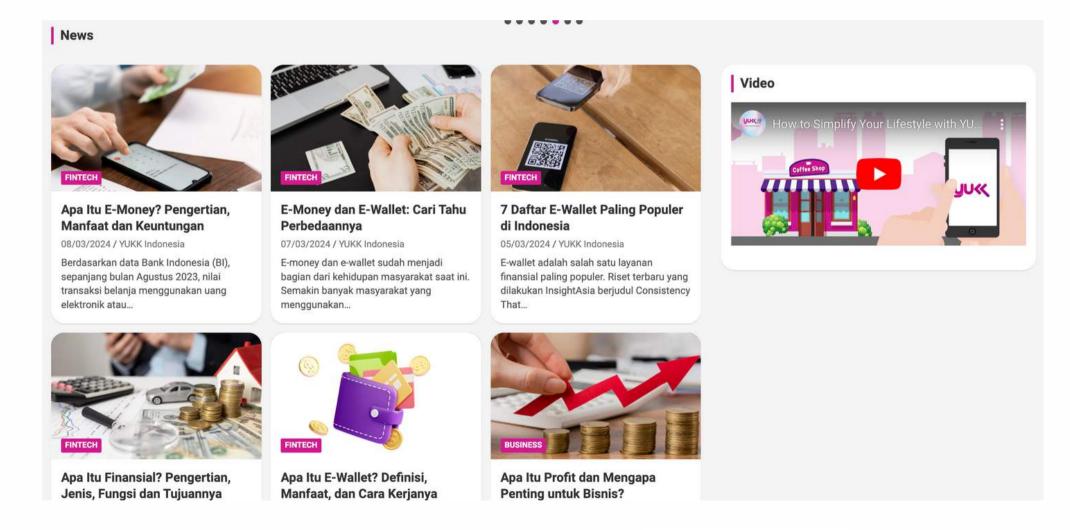
Q



https://yukk.co.id/blog/

YUKK Blog

Researching industry-related topics (combining online sources, interviews, and studies). Writing clear marketing copy to promote our products/services. Preparing well-structured drafts using Content Management Systems.







Content Writing Portfolio

Q



https://shiftacademy.id/iqbal-writing/



Jika Benar Hidup Adalah Sebuah Pengulangan, Apakah Aku Juga Harus Mengulang Setiap Kegagalan

Pada submisi open column kali ini, Iqbal Abdurachman merenungkan tentang berbagai macam kegagalan dalam hidup serta bagaimana cara menghadapinya.

₩ Whiteboard Journal / Sep 16, 2021



Apa itu Data Science? Pengertian, Keahlian dan Kegunaan

Apa itu data science? Mengapa data science menjadi pekerjaan yang paling dicari di era digital ini? Yuk cari tahu lebih lanjutnya!

- Shift Academy / Apr 13. 2023



Jangan Salah! Ini Perbedaan Data Analyst dan Data Scientist

Data analyst dan data scientist jadi pekerjaan yang sangat on-demand belakangan ini. Apa aja sih perbedaan data analyst dan data scientist?

- Shift Academy / Aug 18, 2023









Q thank you for checking my Portfolio!





