

Iqbal Abdurachman

+62 897-0000-622 | iqbabd26@gmail.com

<https://www.linkedin.com/in/iqbard26> | Portfolio: <https://liburandirumah.xyz>

About Me

A results-driven Digital Marketing specialist with a solid 3-year track record in planning, executing, and optimizing online campaigns. Proficient in utilizing data-driven insights to devise strategies that enhance brand visibility, engagement, and conversion rates.

Working Experiences

Digital Marketing (SEO & SEM), YUKK Indonesia Jan 2024 - present

- Improving Leads Quality by up to 200% in the FIRST MONTH Join the company by improving Campaign Structure, Improving Ads Quality and Relevancy.
- Generating Leads by up to 500% in the SECOND MONTH join the company.
- Project Leads for generating more Event Organizers using YUKK as their payment services.
- Improving UX for the Website and generating traffic quality by revamping the website and improving the website structure.

Digital Marketing, Peopleshift Sept 2021 - present

As a Digital Marketing, I strategize, plan, and execute impactful online campaigns. Leveraging analytics, I optimize SEO, SEM, and social media efforts for maximum engagement. I create and curate content.

- **The Employee of the Month January 2022**
- Successfully drove a significant increase in website traffic, achieving a remarkable +90K increase over a span of 12 months in 2022 for Shift Academy, through strategic SEO optimization, content enhancements, and targeted digital marketing initiatives.
- Successfully achieved Q1 2023 Instagram follower growth of 44.3%, coupled with an exceptional 6,600% increase in reach compared to the previous quarter.
- Managed total ads spent of IDR 150 Million last year, achieving an average ROI increase of 10% over 2 quarters

Digital Marketing Freelance, Self-Employed Aug 2020 - present

- Creating helpful content for clients which also attracts customers.
- Helping to create a marketing strategy that supports and extends marketing initiatives.
- Managing and creating a design for the website
- Website deployment using WordPress (Elementor, Divi)

Education

Muhammadiyah University of Yogyakarta August 2016 - February 2021

GPA: 3,34

International Relations, Bachelor's Degree

- Writing a thesis focusing on digital campaigns one of the largest international NGOs.
- Specializing in transnational society that focuses on community development and behavior.
- Active volunteering for some organizations and movements.

RevoU, May 2023 - Sept 2023

Score: 96/100

Fullstack Digital Marketing

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.

Additional Information

Skills: Social media management, Meta Ads, advanced in Adobe Photoshop, Google Ads, content marketing/content marketing, WordPress Developer, market research, analytics skills,

Certification:	1. Fullstack Digital Marketing, RevoU	Sept 2023
	2. SEO Specialization Bootcamp, Belajarlagi	November 2022
	3. Google Ads Search Certification, Google	Sept 2023
	4. Google Analytics Certification, Google	Sept 2023