



MUHAMMAD ILHAM ALFIANSYAH

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IJagakarsa, South Jakarta

Highly motivated Economics graduate with a passion for driving business growth through digital marketing. Skilled in strategic planning, franchise development, and digital marketing execution. Proven ability to manage multiple projects simultaneously and deliver results.

Work Experiences

PT Mitra Maha Cipta - Jakarta, Indonesia Oct 2023 - Nov 2024

Digital Marketing

Supplier Import

- Designing posters that resonate high impact imagery and clear cut messaging
- Become the website whisperer for mitramahacipta.com, mitrasemestainternasional.com and mitrasaktiglobalindo.com withwordpress plugin elementor and wp-bakery
- Develop and execute content plans that align with marketing goals and brand strategies.
- Assume stewardship of social media platforms, e-commerce operations, and ad management campaigns to amplify brand reach and drive conversions

Visicita Imaji Semesta - Jakarta, Indonesia Aug 2018 – Apr 2024

Freelancer Event Organizer

National Event Organizer

- Managed end-to-end event coordination, including registration, ticketing, and check-in processes.
- Ensured seamless execution of artist requirements while upholding high standards of professionalism.
- Coordinated logistical aspects of various events, including venue selection, transportation, and vendor management.

PPSDM Kemnaker - Jakarta, Indonesia Sep 2021 - Dec 2021

Evaluation and Development intern

Indonesian Ministry of Manpower

- Assisting evaluation process by analyzing participant feedback and generating detailed reports summarizing their input
- Contributing to the escalation training programs by regularly communicating participant feedback to coach mentors
- Organizing, and consolidating feedback from training participants, including their valuable suggestions and critiques.

Education Level

Universitas Trilogi - Jakarta, Indonesia Aug 2018 - Feb 2023

Bachelor Degree in Economic Development, 3.25/4.00

Organizational Experience

Development Economics Student Association - Jakarta, Indonesia Jan 2021 - Dec 2021

Active Member

- Representing our organization by actively participating in delegations to Indonesian Economic Student Association meetings
- Actively participated as a member of the social sub-division responsible for coordinating various social activities

Skills, Achievements & Other Experience

- **Hard Skills:** Capital Market Analysis, Strategic Planning, Data Analysis, Microsoft Office, Administrative Skills
- **Soft Skills:** Leadership, Coordination, Communication, Team Collaboration, Detail-Oriented, Problem Solving
- **Languages:** English (Fluent), Indonesian (Native)

Training, Courses, Certification

My Skill - Jakarta, Indonesia Nov 2023 - Jan 2024

- **Digital Marketing: Full Stack Intensive Bootcamp**
4P and 4C Diamond Analysis, Brand Strategy UMKM, Media Planning Ideas, Organic Channel, Paid Channel, Influencer Marketing Plan, Marketing Execution Report.

Portfolio

My Skill - Jakarta, Indonesia Nov 2023 - Jan 2024

- **Final Portfolio Digital Marketing: Full Stack Intensive Bootcamp**
 - <https://bit.ly/3SiC1ML>
 - <https://bit.ly/3wXELIa>



Certificate of Mastery

MySkill Intensive Bootcamp

Final Project Mentoring

Digital Marketing Batch 22

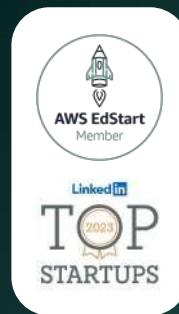
November 20, 2023 - Januari 28, 2024

This certificate is awarded to:

Muhammad Ilham Alfiansyah



Angga Fauzan
CEO MySkill





Certificate of Mastery

FINAL PROJECT MENTORING

Batch Digital Marketing 22

November 20, 2023 - Januari 28, 2024



Bootcamp Topics:

- 4P and 4C Diamond Analysis
- Brand Strategy UMKM
- Media Planning Ideas
- Organic Channel
- Paid Channel
- Influencer Marketing Plan
- Marketing Execution Report

Digital Marketing

Muhammad Ilham Alfiansyah



Portfolio

Collection of Work Results

My Skills



Working as a freelance event organizer for 6 years and as a full-time digital marketer has equipped me with essential skills, particularly in decision-making, adaptability, and enhanced creativity.

Additionally, participating in a digital marketing bootcamp has enhanced my skills in effectively promoting businesses digitally. Specifically, I acquired expertise in:

1. Crafting compelling copywriting for optimal SEO.
2. Boosting website traffic.
3. Increasing sales through digital channels.

Excellent Copy Writing Ability



Decision Making



Adaptability



Client



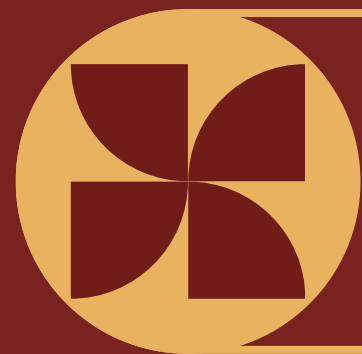
MITRA MAHA CIPTA

2023-2024



MITRA SEMESTA INTERNASIONAL

2023-2024



MITRA SAKTI GLOBALINDO

2023-2024



CORILO STUDIO

2023-2024

Services

- Website copy
- Landing page copy
- Email marketing campaigns
- Social media content
- Advertising copy
- Product descriptions
- Blog posts/articles
- Press releases

In my role as a digital marketer, I was responsible for a wide range of tasks. These included revamping website design, crafting compelling product descriptions, producing engaging articles, executing advertising campaigns, and managing social media platforms.



29/11/2024 ALAT MAKAN

Sendok Bambu: Pilihan Ramah Lingkungan yang Lebih Baik

Peralihan dari sendok plastik sekali pakai ke sendok bambu merupakan langkah signifikan menuju gaya

[Read More](#)



27/11/2024 WADAH DAN ALAS CUPCAKE

Elegan dan Praktis: Panduan Lengkap Menggunakan Kertas Doilies untuk Mempercantik Meja



WEBSITE DESIGN

I have designed a website landing page that is tailored to the specific requirements of my company

ARTICLE

The outcomes of the article I created



RESULT

The sales results achieved since the website was launched and operational for the past few months.



Top products - Items sold		
Product	Items sold	Net sales
Karet Gelang Newgoya	28	Rp15.436.800
kertas Doilies Newgoya	15	Rp10.610.000
Cupcake Liners	12	Rp19.600.000
Big Size Muffin Cup	12	Rp9.180.000
Tusuk Sate Tom Tom	10	Rp3.936.000

SOCIAL MEDIA

I have experience maintaining Instagram and Tiktok

Connect With Me



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