



Yusuf Maulana



CONTACT

YUSUFMAILING@GMAIL.COM

WWW.YUSUFMAULANA.ME

0812-2888-2877

Profile

Email :

yusufmailing@gmail.com

Phone :

+62 812-2888-2877

Portfolio Website :

www.yusufmaulana.me

Address :

Riviera Palem Semi
Karawaci Tangerang

Education

2021

Univ. Cendekia Abditama
Technology Information

2014

SMK Pancakarya
Multimedia

2020

Nonformal - GM Susanto
Gayatri Method Marketing

Language

English

Bahasa

Job Experience

Digital Marketing Manager - Skelevator Aritco Indonesia

2023 - 2024

Achievements

- Increased Organic Leads & Digital Ads by 75% within 3 months
- Conceived and executed a viral campaign with influencer Hae anna 2 million views (Hae.Ann - "Home Lift ter-effisien")
- Achieved #2 ranking for keywords "Lift Rumah Mewah" from Zero ranking to #2 Ranking SEO
- Achieved #1 ranking for keywords "Lift Rumah" from Zero ranking to #1 Ranking SEM
- Conceptualized innovative ideas for advertisements, social media taglines, headlines, search engine titles, marketing funnels and management apps
- Collaborate Marketing with Principle Aritco Sweden & Southeast Asia

Key Responsibilities :

Data-Driven Marketing

- Develop SWOT and TOWS analysis to inform marketing strategies
- Analyzed competitor strategies and market trends
- Develop comprehensive marketing campaigns based on data insights

Innovative Media Buying

- Lead digital media buying initiatives across multiple platforms
- Planned, executed, and evaluated ads on Meta and Google platforms
- Conceptualized and executed showrooms and events

Brand & Event Collaboration

- KOL Management Collaborated with influencers, architects and event partners to promote campaign and brand awareness

Branding Strategies

- Created tagline campaigns yearly and quarterly
- Develop documentation for projects, including video design alignment with KPIs
- Established SEO and SEM strategies, including keyword research and content creation

Metrics & Analytics

- Accurately calculated and analyzed key metrics, including cost per reach, views, engagement and million
 - Used data-driven insights to inform strategic decisions
- Marketing Management
- Managed digital assets and set up team workflows using Asana, Google Suite and CRM tools
 - Monitored and reported on marketing performance against key performance indicators (KPIs)

Expertise

BUSINESS DEVELOPMENT

DIGITAL MARKETING

GRAPHIC DESIGN

IT

SEO & SEM

SOCIAL MEDIA ADS

CONTENT MARKETING

OFFLINE MARKETING

ANALYTICS

Soft Skills

LEADERSHIP

MANAGEMENT

PROBLEM SOLVING

COLLABORATION

CREATIVITY

Hard Skills

GOOGLE ANALYTICS

CAMPAIGN ANALYSIS

DESIGN & VIDEO EDITING

ALL ADOBE APPS

PHP & JAVASCRIPT

MYSQL & MSSQL

E-COMMERCE

SOCIAL MEDIA STRATEGY

FACEBOOK & TIKTOK ADS

ROI OPTIMISATION

Job Experience (continued)

IT Supervisor - PT. Gratia Prima Indonesia (Books & Beyond)

2022 - 2023

Achievements

- Successfully implemented RAM optimization on server using Docker Engine, ensuring improved performance and efficiency.
- Designed and developed a Power BI database integrated with SAP, Store-to-store, Website, and Offline sales platforms, providing real-time insights and data visualization.
- Established fast and seamless integrations of data or APIs from stores to local servers, enabling efficient data exchange and processing.
- Successfully upgraded the big data CRM system from SAP All-in-One to SAP BI, enhancing scalability, flexibility and user experience.

Key responsibilities

Web based Managements

- Oversee and maintain official e-commerce website, ensuring seamless functionality and user experience
- Manage and maintain Point of Sales (POS) systems for all stores, including Books & Beyond
- Develop third-party apps to integrate all platforms into a single platform

Server Managements

- Manage and maintain Linux and Windows servers (HYPER-V and VIRTUALBOX), cloud-based VPS, Docker Engine, and schedule queries
- Develop new SAP BI system, website integrations, and 3rd-party API connections
- Design and develop reports using business intelligence tools (BI) for daily operations
- Develop automated email reports for stock updates and e-commerce website analytics

Network Managements

- Monitor and maintain network infrastructure, including: VPN (Virtual Private Network) connectivity, Public IP addresses, Fortigate firewalls, Mikrotik CCR routers
- Oversee remote monitoring of Point of Sales (POS) systems, VPN connections, and CCTV cameras across all stores, warehouses, and main office locations

Head of Digital Advertising - PT.Pxton Chemical International

2021 - 2022

Achivements

- Increased sales revenue to 1000 pack orders for liquid vapor products (Orbit, Just Juice, and PxtonVapor).
- Achieved the target of 15 liquid product distribution points on digital platform in the JABODETABEK area within 6 months.
- Increased sales revenue for e-commerce retail products by 35%.
- Successfully created website 3D animations for marketing campaign
- Implementation Marketing 4p for Product Cleaning Liquids, E-Liquid & Perfume

Key responsibilities

Brand Development

- Develop a new brand portfolio for Orbit Vapor (e-liquids), comprising Bestlight and Pxton, a range of home cleaning liquids.
- Develop Concept and execution of all digital marketing activities, including SEO, SEM, paid social media ads, and e-commerce initiatives.

Marketing

- Boosted sales pipeline by driving customer acquisition, retention, and revenue growth through a diversified range of inbound and outbound marketing tactics, catering to B2B, B2C, and B2B2C audiences.
- Managed all social media platforms to foster engagement and brand awareness.
- Monitored and reported on the performance of all digital marketing campaigns to evaluate progress against key goals.

Team Management

- Design Concept Management for Cross-Channel Teams
- Video Concept Management across Branded Channels
- KOL Campaign Execution for Each Brand

Interests

DIGITAL MARKETING

MARKETING

TECHNOLOGY

ANALYST

DESIGN

PSYCHOLOGY

Hobbyist

GRAPHIC DESIGN

PHOTOGRAPHY

COMPUTER PROGRAMS

DRAWING

READING

PSYCHOLOGY

MUSIC

Reference

Ivonne - HRD Skelevator
+62 878-8154-3717

Daru Widodo - Head Of IT
+62 812-1917-6037

More About Me



Job Experience (continued)

Entrepreneurship - PT. Digital Cahya Sangkara (Digitalk Creative) 2020 - 2021

Brand Development

- Develop, implement and manage comprehensive digital marketing strategies for various brands, including Cimory, LQ Indonesia Lawfirm, PLB NET, Neo Bank and others.

- Created SWOT, TOWS and SOAR analyses to inform creative content and campaign execution for clients.

- Design and execute KOL campaigns with influencers for products such as LDY Glow, Cimory and NEO Bank.

Digital Marketing Services

- Develop innovative campaigns and product growth strategies for clients.

- Create social media strategies, including content, taglines and hashtags.

- Design and develop content for clients (videos, articles, infographics, web assets, emails) that align with their brand tone and style.

- Identify trends and insights in social media and e-commerce to optimize spend and performance based on research.

- Monitor and analyze digital marketing performance using tools such as Google Analytics and social media insights.

Multimedia Design & Video Editing Services

- Develop content schedules for social media weekly and monthly.

- Produce and edit videos for product showcases, company profiles, testimonials and project references.

- Design campaign materials, flyers, banners and packaging for our clients' products.

IT Services

- Develop mobile apps, websites company profiles, Augmented and Virtual reality for clients.

- Design and integrate e-commerce applications with internal CRM systems.

- Develop live social media platforms for popular platforms such as TikTok and Shopee.

E-Commerce Senior Staff - PT. Indotara Persada 2018 - 2020

Achievements

- Increase e-commerce revenue from IDR 1 billion to IDR 3 billion and subsequently to IDR 5 billion, thereby demonstrating a substantial growth trajectory

- Established a high-performing teams of innovative, committed to integrity and product knowledge with expertise in understanding the distinct characteristics of each of the 3,000 products across 15 categories

- Effectively implemented a multi-faceted marketing approach that leveraged the 4P's (Product, Price, Promotion, and Place) for our "Ferratti Ferro" coffee machine and "Kusatsu" Water Filter Machine, achieving widespread popularity and virality in the market during 2017 - 2018

E-Commerce Management

- Develop & Managed all e-commerce channel such as Tokopedia, Shopee, Indotrading and others activities (Product uploads, Copywriting, Chat, Complaint, Delivery).

Teams Management

- Established a collaborative and efficient work culture within the e-commerce teams, driving customer satisfaction and loyalty

Data Driven

- Implementation Marketing 4p for Product Coffee Machine, Water Jet Cleaner, Water filter.

- Analyzed and Scraped top competitor data using third party apps for products on e-commerce platforms to implement strategies for the company.

Branding Strategies

- Created branding for all product copywriting "JAMINAN AFTER SALES SERVICE"

- KOL Strategies Ade Rai "Bomac Extra Work Extra Strong" For ForKlift Product and Harri Risandi " Mesin Kopi harga 2 jtan ", "Mesin Kopi kelas semi professional"