



Nabilah

Jakarta

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<https://www.linkedin.com/in/nabilahlala/> (Nabilah's Portofolio)

Digital Marketing Specialist with a proven track record of driving 50% sales growth and managing high stakes brand reputations for global industry leaders like Toyota. Expertise spans SEO (150+ optimized articles), KOL (100+ partnerships), and Performance Marketing across diverse sectors including Automotive, Legal Services, and F&B. Expert in leveraging SEO and optimizing Meta Ads campaigns to achieve high CTR (4.58%) and efficient acquisition costs.

Core Skill: SEO, Social Media, KOL, Content Strategy & Writing, Meta Ads, Communication, Digital Campaigns, Brand Partnership.

SEO: Google Search Console, Ubersuggest, ChatGPT and Wordpress

Media Social: Instagram, Tiktok, Tiktok GO

WORK EXPERIENCE

Digital Marketing Specialist

Kode Solusi | Automotive Brand Handled (Project based)

2026 - Present

- **Strategic Team Leadership:** Managed a specialized team of administrators and digital advocates (buzzers) to execute social media monitoring and brand sentiment alignment.
- **Sentiment Optimization:** Successfully drove a 30% increase in consistent positive sentiment for Toyota through proactive community management.
- **Data Driven Reporting and Analysis:** Synthesized complex social listening data into comprehensive performance reports, providing stakeholders with actionable insights on audience perception.

Young & Rich Creative | F&B Brand Handled (Project based)

2025 - 2026

- **KOL Management:** Initiated and managed collaborations with 100+ Key Opinion Leaders to amplify organic brand awareness.
- **Performance Ads:** Optimized Meta Ads to achieve an efficient 4.58% CTR and competitive CPR by implementing value-based hooks and precise targeting.
- **Conversion Growth:** Monitored sales traffic and implemented data led optimizations that resulted in a 50% increase in total sales within the project period.
- **Website Growth:** Spearheaded the SEO launch for a new website project, achieving a 326.63% increase in views (721 views) within several month of operation.

Kontrak Hukum & Jasa Notaris | Digital Marketing

2024 - 2025

- **Competitive Analysis:** Performed comprehensive keyword research and competitor benchmarking to develop a high ranking content strategy for a niche legal market.
- **Strategic Content Production:** Produced 50+ high-quality pillar articles and an additional 50+ guest posts specifically for backlink acquisition, significantly boosting Domain Authority.
- **Social Media Growth:** Drove Instagram growth to 125.7K Views and +211 new followers in 30 days by transforming technical legal content into viral educational assets.

Berita Satu | SEO Content Writer

Februari - Mei 2024

- **First page ranking:** Successfully secured a #1 Organic Ranking for high volume viral topics (e.g., Shin Tae-yong).
- **High-Volume Readership:** Successfully ranked as the #1 Top Performer in viewership among the content team, delivering 62,053 views on a single article with a 205.42% weekly growth rate.

Education

UIN Syarif Hidayatullah Jakarta | Journalism (3.71)

2021-2025