

SAIFULLAH ZAID

Digital Marketing | Social Media Marketing | Market & Customer Analysis

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PROFESSIONAL SUMMARY

Informatics Engineering graduate with hands-on experience in digital marketing, social media content, product promotion, customer engagement, competitor analysis, customer demand analysis, and sales performance reporting. Brings more than four years of customer-facing sales and market exposure across consumer technology, broadband services, food and beverage, and local services. Comfortable using customer feedback, sales trends, competitor activity, and digital content to support promotional strategy and product positioning.

CORE SKILLS

Digital Marketing & Promotion: Social Media Marketing, Content Planning, Digital Campaign Support, Marketplace & Community Promotion, Brand Awareness, Customer Engagement, Promotional Copy

Market & Performance: Market Trend Analysis, Customer Demand Analysis, Competitor Analysis, Sales Performance Monitoring, Promotional Strategy Adjustment, Periodic Reporting

Content & Tools: Product Photography, Short-Form Video, Canva, CapCut, DaVinci Resolve, Adobe Premiere Pro, Adobe Illustrator, Adobe Photoshop, Adobe Lightroom, CorelDRAW

Technical: Website Fundamentals, HTML, CSS, PHP, MySQL, Laravel, Google Workspace, Microsoft 365

PROFESSIONAL EXPERIENCE

Laptop Promoter - Technical Sales & Digital Promotion | PT Bangga Teknologi Indonesia (ADVAN)

Banjarbaru, South Kalimantan | January 2026 - Present

- Promote laptop products through social media, online marketplaces, community channels, direct visits, and in-store activities to support brand awareness and sales.
- Monitor competitor products, pricing, promotions, specifications, and positioning while tracking customer demand across product categories and price ranges.
- Report customer preferences, competitor campaigns, recurring objections, and market observations to management, with recommendations for promotional strategy and product positioning.
- Conduct customer needs analysis, product demonstrations, comparisons, follow-up, objection handling, and upselling while translating technical specifications into practical benefits.
- Track performance against an assigned sales target of approximately 400 product points and use customer feedback and market observations to refine sales approaches.

Printer Promoter - Sales, Promotion & After-Sales Support | PT Aktivasi Asia Indotama (Canon PIXMA)

Banjarmasin, South Kalimantan | November 2024 - January 2026

- Created monthly social media content covering printer products, features, usage, and promotions.
- Promoted products through social media, online channels, marketplaces, and community groups to support brand awareness and sales.
- Reviewed printer sales performance across brands on a daily, weekly, and monthly basis, evaluating sales trends, product movement, and competitor performance.
- Monitored competitor pricing, promotions, features, and positioning, then adjusted sales messaging and promotional direction based on customer preferences and market activity.
- Worked under monthly sales targets of approximately 30 to 55 units and consistently maintained required target performance.
- Consulted customers on product selection, demonstrations, and after-sales support, building direct insight into purchasing considerations and recurring customer needs.

Business Operations & Digital Marketing | Mr. Klasik Barbershop

South Kalimantan | March 2022 - July 2022

- Planned and executed digital marketing activities to increase local brand awareness and support customer acquisition.
- Created promotional content featuring services, offers, facilities, and the barbershop environment.
- Maintained social media activity to strengthen brand visibility and customer engagement.
- Managed operational records, cash administration, expenses, inventory, and daily, weekly, and monthly reporting alongside promotional responsibilities.

Digital Marketing & Customer Service | Kedai Mbah Mitro

South Kalimantan | January 2022 - June 2022

- Supported digital marketing activities and maintained social media updates for brand awareness and customer engagement.

- Produced and edited photo and video content featuring food, drinks, menu items, promotions, and the cafe environment for social media publication.
- Developed content ideas around products and customer experience while gathering customer feedback to understand preferences and improve service.

Salesforce - Sales Supervisor | IndiHome - Telkom Banjarbaru

Banjarbaru, South Kalimantan | March 2020 - July 2021

- Acquired residential and business broadband customers through prospecting, referrals, follow-up, digital marketing, and field promotion, generating approximately 10 to 15 new customers per month as a salesperson.
- Assessed customer needs, observed broadband demand, and monitored competing providers, packages, pricing, promotions, coverage, and market positioning.
- Used competitor information and customer feedback to improve sales approaches and identify promising residential and commercial areas.
- After promotion to Sales Supervisor, guided sales representatives, monitored performance, analyzed local market conditions, and recommended changes in team sales direction and promotional strategy.

EDUCATION

Bachelor of Informatics Engineering | Universitas Islam Kalimantan Muhammad Arsyad Al Banjari (UNISKA MAB)

2018 - 2023 | GPA: 3.50 / 4.00

Undergraduate Thesis: Sistem Manajemen Data dan Pemasaran PT. Karya Putra Bersaudara Berbasis Website
Developed a web-based data management and marketing system using PHP, Laravel, MySQL, HTML, and Bootstrap.

LANGUAGES

Indonesian: Native | English: Intermediate Conversational