

SALMAN ALFARIZQI

SOSIAL MEDIA SPESIALIST, DIGITAL MARKETING, PERFORMANCE MARKETING & EVENT OPERATION

slmnalfrzq@gmail.com | 0895611984671 | LinkedIn : Salman Alfarizqi

Jl. Sunter Jaya II A, Tanjung Priok 14350 | My Portfolio : [Click here to access](#)

ABOUT ME

I am a performance-oriented Digital Marketing Specialist with a combined three years of experience in full-time roles, internships, and various digital marketing projects. With a background in Communication Studies and a career in digital marketing, I am skilled at turning brand narratives into business results through optimal paid advertising management, end-to-end campaign execution (from A to Z), and engaging content creation/copywriting. My involvement in various projects outside of regular working hours demonstrates a strong work ethic, adaptability, and a fast learning curve. I bring a unique combination of discipline, creativity, and high professionalism, ready to make a significant contribution to driving your company's net profit growth.

EDUCATION

UNIVERSITY OF SINGAPERBANGSA KARAWANG

Ags 2019 - Jul 2023

Communication Studies

GPA 3.83

SENIOR HIGH SCHOOL 41 JAKARTA

2016 - 2019

WORK EXPERIENCE & INTERNSHIPS

PT TOYOTA TSUSHO NUSA TRANSPORT

28 Apr 2025 - Present

Digital Marketing Specialist (Fulltime)

- Plan and implement comprehensive digital marketing strategies to increase brand awareness, lead generation, and customer engagement.
- Set up, monitor, and optimize paid ads to achieve the best ROI and lowest possible CPL/CPA.
- Craft engaging, persuasive, and on-brand content across various digital platforms (social media, landing page, ads, and email).
- Handle daily operations of brand social media accounts, including content scheduling, audience engagement, and performance analysis.
- Design and manage conversation flows, segmentation, and automation to nurture leads and retain customers.
- Track, measure, and report campaign performance using analytics tools (Google Analytics, Meta Business Suite), providing insights for continuous improvement.
- Work closely with marketing and operations teams to align marketing efforts with business objectives.

PT. JAKARTA STRATEGIC CONSULTING

26 Sep 2023 - 25 Apr 2025

Marketing Support (Fulltime)

- Create content strategy for Instagram, TikTok and LinkedIn social media needs
- Manage and monitor paid social media ads across multiple platforms, including Facebook and Instagram,
- Create high-quality visuals, graphics and videos that align with brand guidelines and appeal to target audiences.
- Monitor, report and analyze social media on Instagram, Tiktok and LinkedIn
- Identify trends, strengths, and weaknesses of competitors
- Conduct research on potential partners that are relevant to the company's vision.
- Compile a list of potential partners based on specified criteria.
- Establish mutually beneficial working relationships with partners.
- Support marketing in any company activities (photographer, videographer, MC or Moderator and sometimes present company profile in seminars)

PT. JAKARTA STRATEGIC CONSULTING

26 Jun - 25 Sep 2023

Social Media Specialist (Internship)

INDOZONE

27 Oct 2022 – 28 Feb 2023

Content Writer (Internship)

- Search and research news, facts and myths, movie, and technology content to be posted to indozone.id, faktadanmitos, indozonemovie, and indozonetech Instagram.
- Achieve the target of 8 contents per day for Instagram indozone.id, faktadanmitos, indozonemovie, and indozonetech.
- Editing feed content and stories that will be posted on social media
- Manage indozone.id Instagram during company events or as a media partner for other external events (Story and Feed)

PT IPC TERMINAL PETIKEMAS (PROGRAM PMMB FHCI BUMN)

14 Mar – 31 Aps 2022

Corporate Secretary & External Relations Division (Internship)

- Create visual designs and content to be posted to the company's social media instagram
- Working on designs for events and company branding purposes such as posters, banners, banners, and backdrops
- Documenting company activities by becoming a photographer and videographer
- Recapitulating press releases

PERTAMINA FOUNDATION

15 Jun – 31 Aps 2022

Content Writer (Internship)

- Conduct research and content analysis of competitors for Pertamina Foundation content
- Conceptualizing content ideas for Pertamina Foundation's social media Instagram
- Creating captions for Pertamina Foundation's Instagram social media

OTHER EXPERIENCE

SOCIAL FORCE IN ACTION FOR TOBACCO CONTROL

1 Apr – 30 Jun 2024

Digital Media Specialist (Campaign #DirtyEcigs)

- Develop engaging and relevant content for various digital platforms
- Edit and enhance content to ensure clarity, accuracy, and brand consistency.
- Track and analyze key performance indicators (KPIs) for all digital media activities.
- Engage with the audience, respond to comments and messages, and build a community around the brand.

DYANDRA EVENT SOLUTIONS

Procurement (International Mayor Forum)

29 Jun – 2 Jul 2024

Procurement (Event NPCTI : VIP Visit)

4 May – 9 May 2024

- Monitor and maintain optimal inventory levels to ensure uninterrupted operations.
- Verify the quality and accuracy of received goods against purchase orders and specifications.
- Communicate with clients to understand their needs and requirements.
- Monitor delivery schedules and address any delays or issues.

Productions (Event Tokopedia Bonus Hari Raya)

28 Apr – 29 Apr 2024

- Oversee all logistical aspects of event production, including transportation, set-up, and breakdown.
- Manage on-site event operations, ensuring smooth execution and addressing any issues that arise.

CERTIFICATE

Digital Marketing: Fullstack intensive bootcamp (MYSKILL)

13 Dec 2024 – 5 Feb 2025

Bootcamp Digital Marketing

8 Nov – 7 Dec 2024

Digital Engagement Camp (Vital Strategist)

15 Jan – 19 Jan 2024

HARD SKILL

Microsoft Office Fotografer
Content Writer Digital Ads Specialist
Visual Designer Sosial Media Management

SOFT SKILL

High Flexibility Good Communication
Creative Thinking Time Management
Teamwork Problem Solving