

HARDIYANTO DWI VERDANA PUTRA

☎ +62 81390846110 ✉ danaputra.official@gmail.com 💻 <https://linkedin.com/in/hardiyantodana>
📍 Kota Tangerang, Banten, 15143

OBJEKTIF

Content Strategist with 4+ years of experience in content creation, content strategy, and social media growth across B2B and B2C industries. Proven track record in lead generation, paid advertising optimization, and organic content growth, with experience managing multi-platform campaigns and delivering measurable business impact. My approach combines psychological triggers, clear value propositions, and data-backed iteration to produce copy that earns attention and generates leads.

WORK EXPERIENCE

DC Consulting | Project Management Officer | Freelance

Jakarta | October 2025 - Present

- Led the planning and execution of projects from start to finish and was able to complete projects on time.
- Developed project timelines and ensured all milestones were achieved on schedule and successfully obtained a project on-time rate of 96% in the last year.
- Implemented project management tools such as Jira and successfully increased team productivity by 25% post-implementation of digital tools.

PT Noosc Security Global | Digital Marketing & Content Strategist | Permanent Employee

Jakarta | December 2023 - September 2025

- Managed organic LinkedIn content distribution, generating **10–60 inbound leads per week** during active campaigns.
- Achieved average weekly impressions of **8,000–30,000** with engagement rates ranging from **2–5%**, depending on content type and audience relevance.
- Coordinated with sales teams to adjust content angles, CTAs, and landing page messaging based on lead quality feedback.
- Managed end-to-end social media content production, from **content planning and concept development to visual design, copywriting, and CTA execution**.

CV Wahana Surya | Performance Marketing | Contract Employee

Surabaya | June 2023 - September 2023

- Managed Meta Ads campaigns for Shopee household plastic products (price range **Rp150.000 – Rp400.000**), generating **10–40 new customer acquisitions per day**.
- Optimized conversion campaigns with **average CPA Rp30.000 – Rp45.000 per purchase** and achieved **ROAS 4.0 – 7.0** during stable periods.
- Handled **daily ad budgets of Rp500.000 – Rp2.000.000**, including testing, optimization, and scaling of winning ad sets.
- Coordinated with **7 local micro KOLs** to produce **promo, affiliate, and UGC content**, supporting ad creatives and improving campaign performance.

PT Mitra Kabel Indonesia | Digital Marketing & Content Creator | Contract Employee

Surabaya | March 2021 - December 2022

- Managed daily digital marketing operations including social media posting, basic ads monitoring, and content scheduling across multiple platforms.
 - Assisted in managing Meta Ads and Google Ads campaigns by preparing creatives, copy variations, and performance reports.
 - Supported lead generation activities for B2B products (networking & cable solutions) through social media and website traffic campaigns.
 - Coordinated with sales and technical teams to align marketing content with product specifications and customer needs.
-

EDUCATION

Sekolah Tinggi Ilmu Ekonomi Malang Indonesia / Bachelor Management / GPA: 3.27 / 4.00

Malang / September 2017 - January 2022

- **Established** and led a mentorship initiative for 15 first-year Management students.
- **Improved** student academic performance by an average of 20% within the first semester.

Sidoarjo / August 2017 - January 2020

- **Led** a cross-functional team in a business feasibility project for a Student Activity Unit (UKM), delivering financial analysis reports that drove a **12% increase in profitability**.
- **Completed** a 3-month internship at a leading welding firm, **reducing divisional purchasing costs by 8%** through strategic supplier negotiations and networking.

CERTIFICATION

Google Ads Creative Certification, Google Digital Academy (SkillShop), Nomor: 130712534, March 2026	↗
EF SET English Certificate 54/100 (B2 Upper Intermediate), English First, September 2025	↗
AI-powered Performace Ads Certificate, Nomor: 141187466, April 2025	↗
Professional Skill of Dgital Marketing Certificate, MySkill, Nomor: MS-30/11/2023-iaogfYWuikdXgRlelk1Z, November 2023	↗
The Fundamental of Digital Markeitng, Google Acaddemy, Nomor: BR9 MFB 7FT, March 2023	↗

PORTFOLIO

Portfolio Folder [↗](#)

The folder contains work experience and bootcamp portfolios updated.
<https://drive.google.com/drive/folders/1DwQ0DLV88zOOKXxRIsbcF1KkIxBmFoFj>

SKILLS

Soft Skill	Quality-focused, Strategic Digital Marketing, Analytic and Research, Collaborative Work, Individual Work
Hard Skill	Performance Marketing, Copywriting, Digital Marketing, Social Media Management, Content Creator
Software Skill	Google Analytics, Adobe After Effects, Figma, Mailchimp, Adobe Premiere Pro, Canva, CapCut

HARDIYANTO DWI VERDANA PUTRA, S.M.

Digital Marketing · Content Creator · Social Media Specialist

+62 813-9084-6110 · danaputra.official@gmail.com · Kota Tangerang, Banten · LinkedIn: hardiyantodana

Portfolio: [Link Here](#)

Kota Tangerang, Banten

Friday, 24 April 2026

Dear Hiring Manager,

My name is **Hardiyanto Dwi Verdana Putra**, a social media and content strategist professional with over 4 years of hands-on experience across both B2B and B2C industries. I am writing to express my strong interest in contributing to your organization as a **Content Specialist**, bringing with me a proven track record in building brand presence, driving audience engagement, and producing content that generates measurable business results.

Throughout my career, I have led end-to-end content production from strategy development and concept ideation to copywriting, visual design, and performance analysis. At PT Noosc Security Global, I managed organic LinkedIn and Instagram content that consistently generated 10 to 60 inbound leads per week, with weekly impressions reaching up to 30,000 and engagement rates of 2–5%. This experience sharpened my ability to connect content strategy directly to business objectives, working closely with sales teams to refine messaging based on real lead quality data.

My experience also have coordinated with micro-KOL networks, produced UGC content briefs, and worked across tools including Canva, Adobe Premiere Pro, Adobe After Effects, Figma, and CapCut making me equally comfortable with both the strategic and executorial sides of content work.

I hold a Bachelor's degree in Management from Sekolah Tinggi Ilmu Ekonomi Malang Indonesia, and my professional development is supported by certifications including the Google Ads Creative Certification, EF SET English Certificate B2 Upper Intermediate, and an AI-Powered Performance Ads Certificate. I am committed to continuous learning, particularly at the intersection of creativity and data-driven marketing.

I have attached my CV for your review, and you are welcome to explore my portfolio through the Google Drive link. I would greatly appreciate the opportunity to discuss how my background and capabilities can contribute to your team's goals. Thank you for your time and consideration, I look forward to the possibility of connecting.

Sincerely,

Hardiyanto Dwi Verdana Putra

+62 813-9084-6110

danaputra.official@gmail.com

Kota Tangerang, Banten, 15143



No Seri Ijazah : 612012022001478

YAYASAN AKADEMIKA MALANG
SEKOLAH TINGGI ILMU EKONOMI INDONESIA MALANG
STIE Indonesia MALANG

Nomor Pendirian Perguruan Tinggi : 0258/O/1984

Menyatakan bahwa

Hardiyanto Dwi Verdana Putra

Tempat dan Tanggal Lahir : ***Kediri, 15 Desember 1997***

dengan Nomor Induk Kependudukan **3515071512970002**

diterima pada Tahun Akademik **2017/2018**

dengan Nomor Induk Mahasiswa **17120169**

telah menyelesaikan studi dan memenuhi segala syarat pendidikan kesarjanaan pada Program Studi

Manajemen

dengan status **TERAKREDITASI "B"** dengan **SK BAN-PT Nomor : 13834/SK/BAN-PT/Ak-PPJ/S/XII/2021**

melalui penetapan Yudisium pada tanggal **25 September 2021**

Oleh sebab itu, kepadanya diberikan gelar

Sarjana Manajemen (S.M.)

beserta segala hak dan kewajiban yang melekat pada gelar tersebut.

Ketua Program Studi

Rahmat Rudiyanto, SE., MM.

NIDN. 0707086401



29 September 2021

Ketua

Dr. H. Amelia Setyawati, SH., MM.

NIDN. 0727106101

KETUA





YAYASAN AKADEMIKA MALANG
SEKOLAH TINGGI ILMU EKONOMI INDONESIA MALANG
DAFTAR PRESTASI AKADEMIK MAHASISWA

Nomor Pendirian Perguruan Tinggi : 0258/O/1984

Nomor Seri Ijazah : 612012022001478
 Nama : Hardiyanto Dwi Verdana Putra
 Nomor Induk Mahasiswa : 17120169
 Tempat dan Tanggal Lahir : Kediri, 15 Desember 1997
 NIK : 3515071512970002
 Program Pendidikan : Sarjana
 Program Studi : Manajemen
 Konsentrasi : Keuangan
 Status : Terakreditasi B berdasarkan SK BAN-PT No. 13834/SK/BAN-PT/Ak-PPJ/S/XII/2021

NO	MATA KULIAH	NILAI				NO	MATA KULIAH	NILAI			
		NH	NA	SKS	NA x SKS			NH	NA	SKS	NA x SKS
1	Pendidikan Agama	B-	2,75	2	5,50	32	Manajemen Usaha Kecil dan Koperasi	B	3,00	3	9,00
2	Pancasila & Kewarganegaraan	B-	2,75	2	5,50	33	Manajemen Portofolio	B	3,00	3	9,00
3	Matematika (Ekonomi & Bisnis)	B+	3,50	2	7,00	34	Manajemen Resiko Investasi	B+	3,50	3	10,50
4	Bahasa Indonesia	B+	3,50	2	7,00	35	Keuangan Derivatif	B	3,00	3	9,00
5	Pengantar Ekonomi Mikro & Makro	B+	3,50	3	10,50	36	Metodologi Penelitian	A-	3,75	3	11,25
6	Pengantar Manajemen	B	3,00	3	9,00	37	Kewirausahaan (Lab)	B	3,00	3	9,00
7	Pengantar Akuntansi -1	B+	3,50	3	10,50	38	Total Quality Management	B+	3,50	3	10,50
8	Bahasa Inggris I	B	3,00	2	6,00	39	Kepemimpinan	B+	3,50	3	10,50
9	Pengantar Bisnis	B+	3,50	3	10,50	40	Analisa Laporan Keuangan (ALUK)	B+	3,50	3	10,50
10	Manajemen Perbankan	A-	3,75	3	11,25	41	Manajemen Keuangan Global	B+	3,50	3	10,50
11	Manajemen Keuangan	A	4,00	3	12,00	42	Aplikom Statistika	B	3,00	3	9,00
12	Manajemen SDM	B+	3,50	3	10,50	43	Komunikasi Bisnis	B	3,00	3	9,00
13	Etika Bisnis dan Profesi	A	4,00	3	12,00	44	Sistem Informasi Manajemen	B-	2,75	3	8,25
14	E-Commerce	B	3,00	3	9,00	45	Manajemen Strategi	B+	3,50	3	10,50
15	Bahasa Inggris II	B+	3,50	2	7,00	46	Operation Research	B-	2,75	3	8,25
16	Akuntansi Biaya	B+	3,50	3	10,50	47	Seminar Manajemen Keuangan	B-	2,75	3	8,25
17	Bisnis Global	B+	3,50	3	10,50	48	KKM	A-	3,75	3	11,25
18	Hukum Komersial & Bisnis	B+	3,50	3	10,50	49	SKRIPSI	B	3,00	6	18,00
19	Manajemen Pemasaran	B	3,00	3	9,00	TOTAL				144	471,50
20	Akuntansi Keuangan	B-	2,75	3	8,25	Indeks Prestasi Kumulatif				3,27	
21	Manajemen Keuangan Lanjut	B	3,00	3	9,00	Tanggal Yudisium				25 September 2021	
22	Penganggaran Perusahaan	B+	3,50	3	10,50	Keterangan :					
23	Bank dan Lembaga Keuangan Lain (BLKL)	B+	3,50	3	10,50	IPK 2,00 - 2,75 : Memuaskan					
24	Manajemen Operasional	B	3,00	3	9,00	IPK 2,76 - 3,50 : Sangat Memuaskan					
25	Manajemen Keuangan Syariah	B+	3,50	3	10,50	IPK 3,51 - 4,00 : Dengan Pujian					
26	Teori & Perilaku Organisasi	B+	3,50	3	10,50	Judul Skripsi :					
27	Akuntansi Manajemen	B+	3,50	3	10,50	Analisis Laporan Keuangan Untuk Menilai Kinerja Keuangan Perusahaan PT. Aneka Tambang (Persero) Tbk. Periode Tahun 2018 - 2020					
28	Manajemen Investasi & Pasar Modal	B	3,00	3	9,00						
29	Studi Kelayakan Bisnis	B+	3,50	3	10,50						
30	Ekonomi Manajerial	B	3,00	3	9,00						
31	Perpajakan (Teori dan Praktek)	B-	2,75	3	8,25						

Ketua Program Studi,

Rahmat Rudiyanto, SE., MM.
 NIDN. 0707086401



Malang, 23 September 2021

Dr. H. Amelia Setyawati, SH., MM.
 NIDN. 0727106101
K E T U A



Hardiyanto Dwi Verdana Putra

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on 27/02/2023

A handwritten signature in dark ink, appearing to read "Matt Britz".

President – Google EMEA



A handwritten signature in dark ink, appearing to read "Townsend Pamela Feehan".

CEO – IAB Europe



This acknowledges that

Hardiyanto Dwi Verdana Putra

Has successfully completed and is certified in
AI-powered performance ads certification

Issue Date: 27 April 2025
Expiry Date: 27 April 2026
Certificate ID: 141187466





This acknowledges that

Hardiyanto Dwi Verdana Putra

Has successfully completed and is certified in
Google Ads Creative Certification

Issue Date: January 23, 2025
Expiry Date: January 23, 2026
Certificate ID: 130712534





This acknowledges that

Hardiyanto Dwi Verdana Putra

Has successfully completed and is certified in

Google Ads Search Certification

Issue Date: September 6, 2024
Expiry Date: September 6, 2025
Certificate ID: 114607879



CERTIFICATE OF COMPETENCE

This certifies that

Hardiyanto Dwi Verdana Putra

has completed **"Kelas SEO: Strategi Menjadi No. 1 di Google"** course from habiskerja.com, and performing excellence performance in several topics such as: Introducing SEO, Black Hat vs White Hat SEO, Algoritma Google, Keyword Research, EAT & YMYL content strategy, SEO technical strategy, etc.



REZA PUTRA

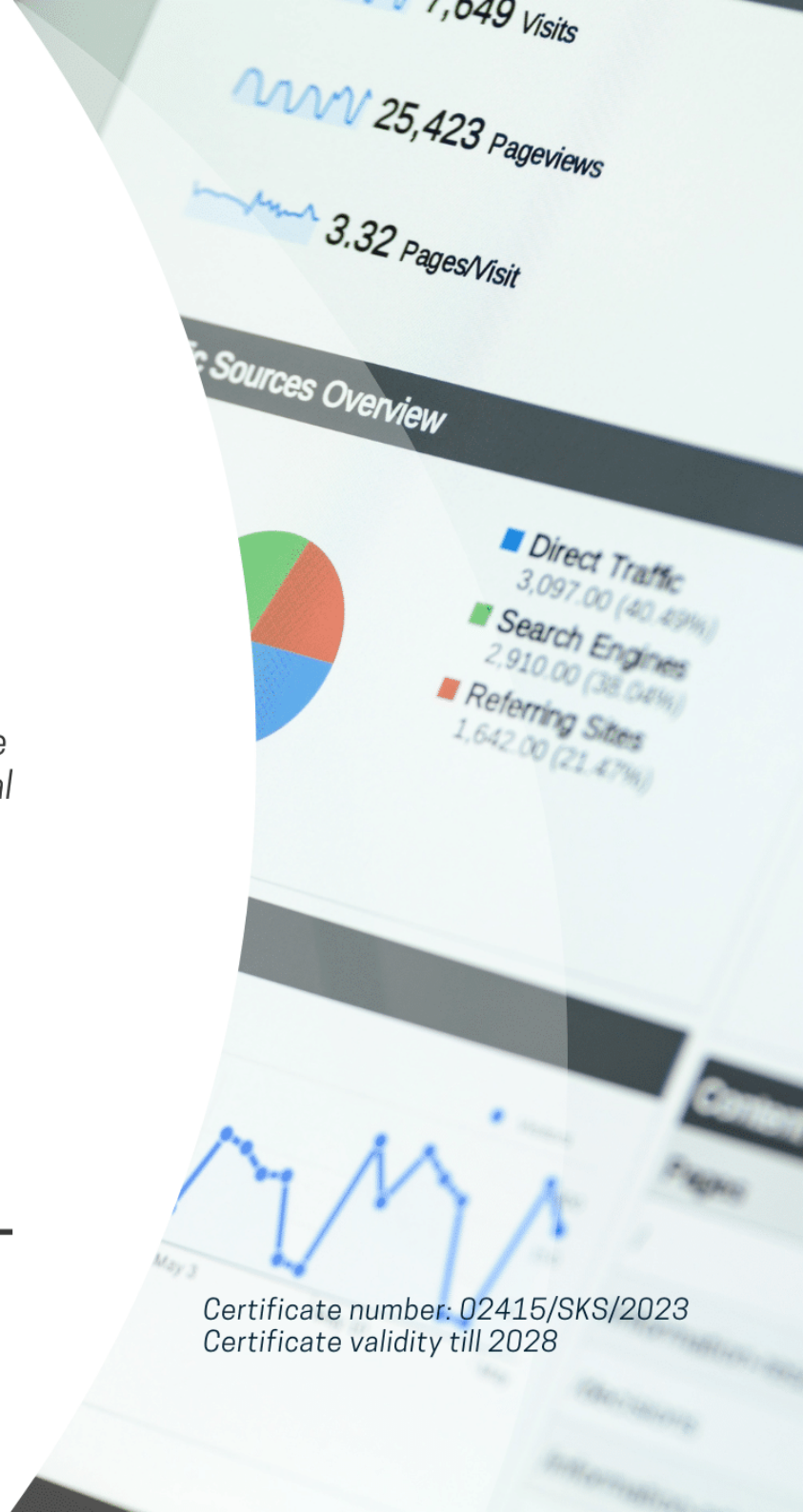
Tutor of Search Engine
Optimization



HAITSAM SHIDDIQ S.

CEO of Habiskerja.com

Certificate number: 02415/SKS/2023
Certificate validity till 2028



Certificate of Professional Skill

E-Learning - MySkill

Completed a Full Learning Path with Professional Skill in:

DIGITAL MARKETING

Date: November 30, 2023

Total Course Completed: 140 Courses

This certificate is awarded to:

HARDIYANTO DWI VERDANA PUTRA



Angga Fauzan
CEO MySkill





MySkill

Certificate of Completion

MySkill Intensive Bootcamp

DIGITAL MARKETING: FULLSTACK INTENSIVE BOOTCAMP

Batch 16

January 9, 2023 - February 24, 2023

This certificate is awarded to:

Hardiyanto Dwi Verdana Putra

February 28, 2023



MySkill

Angga Fauzan
CEO MySkill



Certificate of Completion

DIGITAL MARKETING: FULLSTACK INTENSIVE BOOTCAMP

Batch 16

January 9, 2023 - February 24, 2023

Bootcamp Topics:

- Start your Journey as a Marketer
- The Fundamentals of Marketing
- Brand Strategy
- Audience Persona & Insight
- Digital Marketing Framework
- Campaign & Media Planning
- Content Marketing
- Creative Copywriting
- Social Media Strategy
- Social Media Research & Analytics
- Ecommerce Marketing
- Facebook Ads
- Tiktok Ads
- Google Ads
- Paid Ads Analytics & Optimization
- On-Page SEO
- SEO Analytics
- Google Analytics
- Community & Influencer Marketing
- Customer Relationship Management
- Career Class: CV & Interview Preparation



Certificate of Course Completion

E-Learning - MySkill

Topic: Social Media Marketing

Course Title:

SOCIAL MEDIA CAMPAIGN

Date: June 29, 2023

This certificate is awarded to:

HARDIYANTO DWI VERDANA PUTRA



Angga Fauzan
CEO MySkill

Learner



MS-29/6/2023-dxOZM8xPOX3Jd2EV8W4t



Certificate of Skill Specialization

E-Learning - MySkill Learning Path: *Digital Marketing*

Completed a Full Topic with Specialization in:

CREATIVE COPYWRITING

Date: November 30, 2023

Total Course Completed: 12 Courses

This certificate is awarded to:

HARDIYANTO DWI VERDANA PUTRA



Angga Fauzan
CEO MySkill



MS-30/11/2023-20AR7pS4DJIUEF5KCaUa





Certificate of Skill Specialization

E-Learning - MySkill Learning Path: Digital Marketing

Completed a Full Topic with Specialization during 12 hours in:

CAMPAIGN AND MEDIA PLANNING

Date: December 31, 2024

Total Course Completed: 12 Courses

This certificate is awarded to:

HARDIYANTO DWI VERDANA PUTRA



Angga Fauzan
CEO MySkill

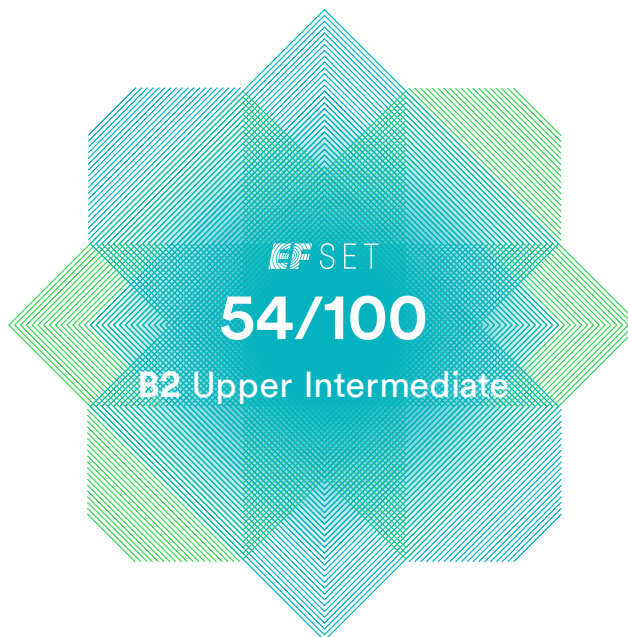


MS-31/12/2024-RDdeeuaa5FhM9NnMcLeJ



Hardiyanto Dwi Verdana Putra

has successfully completed the EF SET Certificate and has earned level:



✓ Reading

✓ Listening

Awarded on: 23 Sep 2025

Understanding the results

EF SET

0-20

21-30

31-40

41-50

51-60

61-70

71-100

CEFR

A0

Novice

A1

Beginner

A2

Elementary

B1

Intermediate

B2

Upper
Intermediate

C1

Advanced

C2

Proficient

The achieved level is **54/100** on the EF SET score scale and **B2 Upper Intermediate** according to the Common European Framework of Reference (CEFR). The EF SET score is calculated as an average of the skill section scores.

57

Reading

B2 Upper Intermediate

51

Listening

B2 Upper Intermediate