



BUDI FAJAR

Digital Marketing enthusiast with professional experience as Digital Planner and Social Media Specialist. I have created and implemented digital strategies for a variety of companies and brands. I enjoy helping businesses develop their brand presence and connect with customers through digital marketing platform.

GET IN TOUCH

- Location : Bekasi
- Phone : 087779020181
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- [Linkedin : Budi Fajar](#)
- [Instagram : @budifjr](#)

RELATED SKILLS

- Internet Advertising
- Social Media Marketing
- Content Marketing
- Content Creative
- People Management

TOOLS MASTERY

- Facebook Ads
- Instagram Ads
- Google Ads
- Canva
- Mailchimp

CERTIFICATIONS

- Full-Stack Digital Marketing | Rakamin Academy
- Human Resources Pro Program | Harisenin Millennial School
- QHSE Integration | Mindo Education
- SAP HR - Business Process in Human Capital Management | Edugate

LANGUAGES

- Indonesia : Native
- English : Intermediate

PORTFOLIO

EDUCATIONAL BACKGROUND

- **Full-Stack Digital Marketing**
Rakamin Academy | Mar 2022 - Aug 2022
- **Bachelor's Degree Of Management**
Mercu Buana University | Sep 2016 - Aug 2020

WORK EXPERIENCE

- **Social Media Specialist**
Itqan Management Consulting | Sep 2024 - Present
Oversee end-to-end social media management, including content creation and distribution, with a strong focus on brand positioning and audience engagement to support overall business goals.
- **Social Media Specialist**
Avogadro Inovasi Indonesia | Dec 2024 - Nov 2025
Manage the company's social media platforms by planning, producing, and distributing content that strengthens brand identity and drives audience engagement in alignment with business objectives.
- **Social Media Specialist**
Medialab Indonesia | Apr 2023 - Dec 2024
Handle the company's social media including the production and distribution of content with a focus on branding and building audience engagement according to business objectives.
- **Digital Planner**
Ertri Indonesia | Nov 2022 - Apr 2023
Collect data and conduct market research to develop marketing strategies according to predetermined business goals and work closely with the team to execute and evaluate these strategies.
- **Research Assistant - R&D**
PT. Dexa Medica | June 2016 - Oct 2022
Work closely with the research and development team for the product formulation process by analyzing and maintaining the quality of product.
- **QC In Process Control**
PT. Ferron Par Pharmaceutical | April 2015 - May 2016
Maintain the smooth production process through product quality control according to predetermined standards.

PROJECTS EXPERIENCE

- **Performance Marketing Intern**
Jakmall - Virtual Internship Program | Sep 2022
- **Digital Marketing Intern**
Erajaya Group - Virtual Internship Program | Aug 2022