



ESTI FATMAWATI

Bachelor of Development Economics

+62895339267454 | fatmawatiesti03@gmail.com | <https://linkedin.com/in/estifatmawati> |

SUMMARY

Development Economics graduate from Sebelas Maret University (2025) with Cum Laude distinction. Experienced in digital campaign management, SEO content creation, and customer engagement. Skilled in Microsoft Office, SPSS, EViews, and content optimization. Interested in data-driven marketing and business analysis, and continuously developing data analysis skills to generate insights that support business growth.

EDUCATION

Sebelas Maret University - Surakarta, Indonesia

Aug 2021 - July 2025

S1 Development Economics

- GPA: 3.69/4.00
- Relevant Coursework: Data Analysis, Marketing, Financial Markets, Financial Analysis, Community Involvement, Industrial Economics, Central banking, Development Planning and Budgeting

WORK EXPERIENCE

Internship – DIENG CYBER INDONESIA – Surakarta, Indonesia

Nov 2025 – May 2026

Digital Marketing and Sales Executive

- Managed and optimized YouTube Shorts content strategy, achieving 162.8K+ views, 95.3K+ engaged views, 2K+ likes, and +197 subscribers based on YouTube Analytics performance data.
- Produced high-performing short-form video content that generated multiple traffic spikes and increased audience engagement and channel growth.
- Created and published 40+ SEO-based articles via WordPress to improve website visibility and organic traffic.
- Achieved +132 net follower growth and supported lead generation through WhatsApp outreach with a KPI of ≥ 3 replies/day.
- Facilitated and mentored +30 interns/students through training sessions, task assignments, and weekly evaluations.

Internship - SOLO TECHNOPARK – Surakarta, Indonesia

Jan 2024 – Feb 2024

Marketing at Oil and Gas Skill Center of Indonesia

- Participated in direct marketing activities for oil and gas training and certification programs.
- Coordinated with prospective trainees and institutional partners to enhance public outreach and program visibility.
- Processed and compiled participant data using Microsoft Excel for certification programs.

ORGANIZATIONAL EXPERIENCE

HMJEP FEB UNS - Surakarta, Indonesia

Feb 2022 – Dec 2022

Media and Documentation Staff

- As Coordinator of the consumption division in the Media and Information Training program (PLATMEDINFO).
- In charge of editing & publication on HMJEP Tik Tok platform.
- As staff of the closing ceremony division in the DE SPECTRA program.
- As a liaison officer division staff in the INCOME & MAKRAB STUDENT DAY program
- As a tenant division staff in the CODE program.

GASIBO SEMAR - Wonosobo, Indonesia*March 2022 – Dec 2022**Media and Information Staff*

- As the person in charge of documentation in the Gasibo Semar Goes to School program.
- As the person in charge of media.

PKKMB FEB UNS - Surakarta, Indonesia*Aug 2022 – Aug 2022**New Student Facilitator (Officer)*

- Assisting new students in navigating in the academic and social environment of the campus, being a backbone for fellow new students, providing the necessary guidance to ensure a smooth adaptation to the university environment.
- Responsible for accompanying 25 new students in one group to take part in a series of PKKMB FEB UNS properly.
- Ensure >90% attendance of participants.
- Creating a framework for assignment assessment, attitude assessment, and new student activeness assessment.

ANNUAL CONFERENCE OF ECONOMICS FORUM XVI - Surakarta, Indonesia*liaison officer Staff**March 2022 – Oct 2022*

- As a delegation companion twice in the National Scientific Writing Competition (LKTI) program and the National High School Economics Olympiad.
- Assist in providing information related to the procedures needed.
- Responsible for accompanying 3 delegates each with a total of 2 teams.

ARTEFAC UNS - Surakarta, Indonesia*Sept 2021 – March 2022**Event Staff*

- As an e-sport division staff who was responsible for a series of e-sport events with 49 team participating.
- In charge of e-sport division sponsorship.
- As a time keeper in the PUBG Mobile competition event.

PROJECT**ANALYSIS OF THE FEE OF THE PACKAGED WATER PROJECT AT THE TIRTA BUMI SENTOSA KEBUMEN REGIONAL WATER COMPANY (PDAM) 2016-2022 – Kebumen, Indonesia***Project Evaluation Course**30 Aug 2023 – Oct 2023*

- Analyze the feasibility of drinking water at Tirta Bumi Sentosa Kebumen.
- Make a final report in the form of paper and power point from the project.
- Conducting research and observation at Sempor Reservoir as a source spring water.
- Conduct analysis related to investment calculations, profits and financial projections for the next few years.

ANALYSIS OF WILINGNESS TO PAY (WTP) OF COMMUNITIES IN IMPROVING WATER QUALITY IN TAMBAKBOYO DAM SLEMAN DISTRICT – Sleman, Indonesia*Natural Resources & Enviromental Economics Course Project**March 2023 – June 2023*

- Analyzing the willingness to pay of the community to improve water quality in Tambakboyoy Dam.
- Go directly to the Serayu Opak Regional Center (BBWSO) and the Department of Public Works, Housing and Energy Mineral Resources to obtain related data.
- Conducting research and observation at Tambakboyoy Dam.
- Conducting interviews with the Head of Tambakboyoy Dam Observers and residents around the embankment.
- Performing financial calculations of willingness to pay at Tambakboyoy.
- Make a final report in the form of paper and power point from the project.

COURSE & CERTIFICATION

- State Budget Simulation Class by Ministry of Finance of the Republic of Indonesia 2023
- Essay Writing Training by HMJEP UNS 2022
- Media and Information (PLATMEDINFO) by HMJEP UNS 2021
- Achievement Motivation Training FEB UNS 2021
- English for Academic Purposes (EAP) 2021

SKILLS & TOOLS

Language: Indonesian, English

Software: Microsoft Office (Word, Excel, Power Point), Eviews, WordPress, SPSS, Canva Design, CapCut, SEO Basic Tools (On-Page SEO, Keyword Research)

Soft skill: Project Event, Organized, Excellent Communication, Team Work, Problem Solving, Critical Thinking, Digital Communication, Content Creation, Social Media Management,