

Budiman Hendry Rudolep

Jakarta | +62 895-8022-07300 | budimanhendry2@gmail.com |
Portfolio | <http://www.linkedin.com/in/budiman-hendry-rudolep>

I'm a Digital Marketing Specialist with nearly 4 years of experience in the IT training industry, delivering measurable impact through structured and data-driven digital marketing strategies. Experienced in organic marketing including SEO, and content development for website or social media, website and landing page creation, digital campaign execution, paid ads management, and CRM-based marketing, supported by hands-on copywriting, design, and analytics. Skilled in analyzing performance data to evaluate campaigns, generate insights, and produce marketing reports that drive traffic, lead generation, and audience growth.

FORMAL EDUCATION

Universitas Terbuka

Bachelor of Information System

Latest Semester GPA: 3.92 / 4.00

Relevant Coursework: Data Analysis and Visualization, Decision Support Systems, Business Process Management, Business and Technical Communication

Jakarta, Indonesia

Jun 2023 – Now

SMK Negeri Rajapolah

Computer Network Engineering

Tasikmalaya, Indonesia

Jul 2019 – Jun 2022

WORKING EXPERIENCE

PT. Integrasi Data Nusantara (ID-Networkers)

Digital Marketing Specialist

Jakarta, Indonesia

Jul 2022 - Now

- Owned end-to-end digital marketing strategy, including campaign objectives, KPI definition, funnel strategy and target audience for new acquisition and retargeting, timelines, and channel mix across SEO, paid ads, websites, and CRM.
- Executed and managed integrated digital campaigns across SEO, paid ads, websites, and CRM, continuously monitoring performance and applying data-driven optimizations.
- Managed and optimized paid advertising campaigns for training and webinar programs, generating 5,000+ clicks and 1,200+ user actions with a total reach of 450K+ audience and ~Rp4.4M ad spend. Contributed to consistent traffic growth and registration acquisition through structured funnel strategy and ongoing campaign optimization.
- Led organic marketing and SEO initiatives, resulting in top-performing content with 73,000+ organic views and improved content visibility in organic search.
- Designed and optimized website and landing page structures, CTA placement, and conversion flows, contributing to 42,000+ landing page views supporting marketing and campaign objectives.
- Analyzed campaign, traffic, and user behavior data using Google Analytics to produce performance reports, derive actionable insights, and support marketing decision-making.
- Supported retention and remarketing initiatives through CRM management and audience segmentation, managing 10,000+ customer contacts via email and WhatsApp campaigns to drive re-engagement.

Digital Marketing Trainer & Assessor

- Delivered digital marketing training sessions covering core concepts, strategies, and practical applications for training participants.
- Facilitated learning by translating digital marketing modules into practical, easy-to-understand explanations.
- Conducted competency assessments for BNSP certification programs, evaluating participant performance based on defined standards and providing structured feedback to ensure readiness for professional application.

Jakarta, Indonesia

May 2023 – Now

KOL Specialist

- Identify KOL aligned with niche audience, brand guidelines, and regulations.
- Collaborated with 5+ KOLs across 6 campaigns, generating 200K+ views and expanding brand reach to new audiences. Drove early conversion through KOL promo codes while improving engagement via content optimization.

Jakarta, Indonesia

Jul 2024 - Now

PROJECT EXPERIENCE

Paid Advertising Campaign – Meta Ads <i>Near Engineer</i>	Jakarta, Indonesia Nov 2025 - Now
- Planned and executed Meta Ads campaigns focused on awareness growth and lead acquisition across three campaign periods. - Generated 730+ inbound leads with a total reach of 28,000+ users, supported by approximately Rp2.3M in ad spend, maintaining a cost per lead of Rp2.6K–4.2K. Consistently achieved full participant capacity for each training batch - Managed campaign setup including campaign objectives and KPI definition, targeting new audience and retargeting, budget allocation, and ad copy and creative direction. - Created and optimized video, voice over and visual ad creatives using Canva and CapCut, aligned with campaign messaging and target audience. - Monitored campaign performance and conducted ongoing optimization and evaluation to ensure alignment with campaign goals and cost-efficient budget utilization.	

Company Profile & LMS Website Development with SEO Optimization <i>indotractor.com & kelasestetik.com</i>	Jakarta, Indonesia Oct 2024 – Dec 2025
- Built company profile and learning management system (LMS) websites to support brand credibility, inbound inquiries, and structured digital learning delivery. - Developed and optimized websites with SEO-focused content and structure, covering keyword research, on-page, and technical SEO implementation. - Led strategy, execution, and evaluation phases, ensuring alignment between business objectives, website structure, and SEO strategy. - Designed and implemented website architecture and content flow using WordPress and Elementor, including internal linking and on-page optimization using All in One SEO.	

SKILLS & CERTIFICATION

Skills:	- Computer (Microsoft Office Suit) - Design: Canva, Afinity Design, Adobe Photoshop - Video editing : Canva, Capcut - Digital Marketing: Paid Ads (Google ads & Meta ads), SEO, Keyword Research (Uberuggest, Semrush), Social media marketing, Marketing strategy, Content Marketing, Copywriting, Marketing Research (Google Trends), Customer Relationship Management (CRM), User Persona and Customer Journey. - Website Development : Wordpress, Elementor - SEO : All in One SEO (Wordpress Plugin) - Soft Skill: Teamwork, Critical and Analytical Thinking, Active Learning, Problem-Solving, Creative Thinking, GrowthMindset, Team Management	
Certification:	- Internalisasi + Pelatihan dan Sertifikasi Asesor Kompetensi BNSP – LSP TRI - Certified Digital Marketing Competency Assessor – BNSP - Data Analysis: Fullstack Intensive Bootcamp – Myskill - Sertifikasi Digital Marketing BNSP – LPK Geti - Sertifikasi Aplikasi Google Ads – Google - Semrush SEO Crash Course with Brian Dean – Semrush - Kursus SEO dari Nol – Udemy - Mini Course : Digital Marketing – RevoU - Certified Digital Marketing Practitioner - Mentorboxx - Sertifikasi Digital Marketing BNSP – Mentorboxx & LSP Teknologi Digital - CS (Customer Service) Ninja – Billionaire Coach - Digital Mastership Copywriting – Lingkaran.co	Jan 2026 Jan 2026 Nov 2025 Oct 2025 Jan 2025 Jan 2025 Jan 2025 Oct 2023 Jun 2023 Jun 2023 Jan 2023 Sep 2022