



SATRIO BEKTI WIBOWO

wibowosatriobekti@gmail.com | 085774641139 |

<https://www.linkedin.com/in/satrio-bekti-wib17081968/> | Jl. Kramat Sawah 8,
RT 07 RW 07 Paseban, Jakarta Pusat

PROFIL

My name is Satrio, a fresh graduate with nearly one years of experience in digital marketing and social media through various internships and campus organizations. Through these experiences, I have developed into a creative, detail-oriented, and hardworking individual. To further strengthen my skills, I continuously learn and have obtained a Digital Marketing certification from BNSP. I am currently seeking new opportunities in a related field to further grow and contribute professionally.

RIWAYAT PENDIDIKAN

Sarjana Pendidikan Agama Islam, Universitas Negeri Jakarta

2021- 2025

- IPK : 3, 87
- Relevant Courework: Indonesian, English, Educational Insights, research methodology

WORKING EXPERIENCES

Social Media & Marketing Support, PT. JOY Berkat Utama Okt 2025- Present

- *Managed content scheduling and daily operations across Instagram, LinkedIn, and TikTok for @joygroup.id and @gulapaindonesia*
- *Conducted monthly social media content research to support strategic posting plans*
- *Planned and executed 30+ promotional brand content pieces across social media platforms*
- *Edited video content and designed engaging Instagram carousel posts*
- *Prepared weekly and monthly performance reports on Instagram content growth*
- *Analyzed Instagram promotional content to optimize reach and engagement*
- *Developed compelling copywriting captions aligned with brand voice*
- *Ran social media advertising campaigns and improved engagement metrics*

Social Media Specialist Intership, PT Ruang Kreasi Muda Agustus- Oktober 2025

- Schedule posts and maintain the Instagram social media platform @SUARAA.IN
- Research social media content for monthly feeds and video reels
- Create content planning, design, and content types for 3 months
- Plan 40+ promotional brand content on social media
- Serve as a video content talent and host live content on Instagram
- Edit 15+ video content and design Instagram carousel feeds
- Create weekly and monthly reports on Instagram content development
- Analyze Instagram promotional brand content
- Increase 1,000+ followers in 3 months
- Create copywriting captions for social media content
- Executed marketing campaigns with 70+ Participation.

Social Media Designer (Project Based), Baitulmaal Muamalat Februari - Juli 2025

- Scheduled and maintained Instagram social media postings
- Conducted research for social media content (feed and reels)
- Created content planning, design, and execution for 5 months
- Designed 25+ carousel posts and branding promotions
- Designed 15+ packaging for beneficiaries
- Edited 15+ video contents and special projects
- Produced engaging copywriting captions for social media.

Media Creative, Yayasan Gajahlah*Novem 2023- Oktober 2024*

- Produced 50+ promotional reels for social media
- Designed social media plans to implement strategies
- Structured content for systematic publications
- Conducted research to identify engaging content
- Created 100+ promotional designs, project visuals, and social media content

ORGANIZATIONAL EXPERIENCES

Secretary & Treasurer, COMDEV Paguyuban KSE UNJ*Agustus 2023- Juli 2024*

- Organized activity reports and important archives
- Managed correspondence and official documents
- Oversaw schedules and financial reports
- Handled member contributions and sponsorship funds
- Distributed funds for organizational activities.

Entrepreneurship Staff, Paguyuban KSE UNJ*Agustus 2021 - Juli 2023*

- Served as project leader for Technopreneur Workshop 2023
- Designed merchandise and attributes for members
- Raised funds from product sales
- Built partnerships with sponsors for events.

Public Relations Staff, KPM UNJ*Mei- Desember 2023*

- Disseminated program information via social media
- Published bulletins and research journals
- Built collaborations with 25+ external stakeholders.

Information & Communication Staff, PKM Center UNJ*Februari – Desember 2023*

- Shared program information via social media
- Published student creativity program updates
- Designed social media content
- Facilitated students to join national-level competitions.

HONOR & AWARDS

- 1st Place – National Business Plan, Muslim Youth Creativity 2023 (Universitas Negeri Malang)
- 2nd Place – National Poetry Writing Competition, Muslim Culture Festival 2022 (UNJ)
- 2nd Place – National Essay Competition, SHENCO Syariah Economics (UIN Banten 2023)
- 2nd Place – National Essay Competition, SDGs Themed Bulan Kompos
- 3rd Place – National Islamic Essay Competition, Muslim Culture Festival 2022 (UNJ)
- 3rd Place – National Essay Competition, Harmoni Cinta Guru (UNJ 2023)
- 3rd Place – National Essay Competition, COIN KSPA UNJ 2023
- 3rd Place – Creative Article National Event Literaga #2
- Honorable Mention – National Essay Competition, HIMA PROKSI Universitas Islam Nusantara Bandung 2023
- KSE Scholarship Awardee (2021–2024)

SKILLS

Soft Skills :

- Creativity and Attention to Detail
- Leadership and Time Management
- Teamwork and Collaboration
- Consistency, Integrity, and Optimism
- Critical Thinking

- Decision Making
- Effective Communication

Hard Skills :

- Proficient in Microsoft Office and Google Workspace
- Skilled in Adobe Photoshop, Canva, Facebook Ads, Meta Ads. Google Analytics, and CapCut
- Good understanding of the Mendeley application
- Proficient in basic English and Arabic