

Bagus Kusumo Sejati

Digital Marketing Specialist

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Depok, West Java

SUMMARY

Performance driven Digital Marketing Specialist with 4 plus years of experience in SEO and digital growth. Scaled [GNET Indonesia](#) organic traffic from 7.8K to 32K (311%) monthly visitors through strategic SEO and content optimization. **Within 8 months of digital activation**, grew [globalbuanaperkasa.co.id](#) to 10K and [aluve.id](#) to 5K monthly organic traffic, secured 60+ **first page keyword rankings**, and generated **174 inbound leads** contributing over **Rp 200 million in organic revenue**.

EXPERIENCE:

TB Global Group (Jan 2025 - Present)

Digital Marketing Specialist at PT Global Buana Perkasa - Full Time

Website SEO:

[aluve.id](#)

- Scaled organic traffic over **3K per month in 6 months** activation with end to end SEO execution
- Secured **41 first page keywords** and **233K impressions** from **100 SEO driven articles**

[globalbuanaperkasa.co.id](#)

- Grew organic traffic over **2K per month in 6 months** activation with end to end SEO execution
- Achieved **20 first page keyword** rankings and **135K impressions** from **50 SEO focused articles**

Social Media:

Instagram

- Generated **15.728 reach** from 35 Instagram assets for @aluveid, including 1 collaboration
- Delivered **7.168 reach** through 33 Instagram assets for @globalbuanaperkasa

Customer Management:

- Achieved **174 organic inbound leads** in **6 months activation**
- Drove over **Rp 200 million in organic revenue** contribution in 2025 in **6 months activation**

GIAS Group (May 2023 - Dec 2024)

Brand & Communication - Full Time

- **Web Organic Growth:** Scaled organic traffic by **311% (7.8k to 32k monthly visitors)** in 12 months via strategic SEO and content optimization for [GNET Indonesia](#).
- **Web Development:** Led end-to-end launch of [GNET Flooring](#), driving **4,500+ organic visitors** within the first 6 months
- **Ad Performance:** Achieved a **10.55% CTR** and **24,265 clicks** with an ultra-efficient **CPC of Rp47**
- **Lead Generation:** Acquired **402 leads** for the GNETION Community with a **low CPL of Rp3,731**
- **Brand & PR Communications:** Spearheaded the creation of high-impact marketing assets (E-catalogs, Company Profiles) and authored media releases for CSR initiatives and branch expansions to strengthen brand positioning
- **Innovation & Tools:** Conceptualized and launched a [3D Flooring Tilesmatch](#) visualizer and annual brand assets to enhance customer experience and sales conversion

Hijrah Coach (Sep 2021 - Apr 2023)

Content Specialist - Full Time

- **Social Media Growth:** Expanded Instagram and LinkedIn followings by **15% and 22%** respectively through consistent data-driven content strategies for @hijrahcoach
- **Content Operations:** Managed full-cycle content production for Instagram, executing 28 high-quality posts monthly and reaching up to **20,000 unique users**
- **Platform Management:** Optimized LinkedIn presence over 12 months, achieving steady community growth and professional brand visibility
- **Content Production:** Produced a monthly E-Magazine and high-impact marketing collateral, including e-catalogs, company profiles, and annual brand assets
- **Web & Conversion Copy:** Partnered on website development by crafting high-converting **landing page copy** and technical product literature
- **Event Marketing:** Developed **strategic copywriting** for webinars, certification programs, and major event initiatives to drive registrations and engagement

LinovHR (Jan 2021 - Apr 2021)

Content Writer - Internship

- **SEO Content:** Authored **3+ SEO articles daily (600–1,000 words)** on business, career, and HR topics for linovhr.com
- **Link Building:** Accelerated SEO performance by securing strategic **blogger partnerships** and high-quality backlinks

Merdeka.com (Dec 2019 - Feb 2020)

News Reporter - Internship

- **News Production:** Authored **5+ daily news and feature articles**, integrating factual research and field interviews
- **Multimedia Content:** Captured high-quality photos and videos to complement and enhance editorial storytelling

EDUCATION

Indonesia Open University (2025 - Now)

Bachelor Degree in Communication

MySkill (Jan 2023 - Mar 2023)

Digital Marketing: Fullstack Intensive Bootcamp - Batch 16

Final Project Bootcamp: bit.ly/finalproject47

Jakarta State Polytechnic (2017 - 2020)

Associate Degree in Communication

GPA 3.38

SKILLS

Hard Skills:

Content & Copywriting, News Writing, SEO (On Page, Off page, and Technical) Google Analytics, Meta Ads, Google Search Console, Google Ads, Looker Studio, Wordpress, Canva, Trello,

Soft Skills:

Teamwork, Attention to Detail, Agile and Adaptive, Open-mindedness, Time Management, Target-oriented.