

Iqbal Abdurachman

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About Me

A results-driven Digital Marketing specialist with a solid 4 year track record in digital marketing such as planning, executing, and optimizing online campaigns. Proficient in utilizing data-driven insights to devise strategies that enhance brand visibility, engagement, and conversion rates.

Working Experiences

Performance Marketing Specialist, Borong Indonesia Dec 2024 - present

Borong is a SaaS-enabled B2B marketplace that streamlines the supply chain by connecting brands directly to SMEs and other businesses. The platform integrates e-commerce functionality with software tools that empower suppliers and buyers to manage orders, inventory, and analytics more efficiently, enabling seamless digital procurement and distribution across multiple sectors.

- Plan, launch, and manage paid advertising campaigns across search, social, display, and in-marketplace ad tools.
- Analyze performance metrics to optimize campaigns toward ROAS, CPA, and other KPIs.
- Develop and manage advertising strategies for marketplace vendors, including support for sponsored products or promoted listings.
- Managing and optimizing Facebook Ads and Google Ads campaigns, ensuring efficient budget allocation and targeting to drive leads and conversions.
- Conducted regular website performance analysis to identify opportunities for improvement in user experience (UX) and conversion rate optimization (CRO).
- Creating and presenting performance reports, providing key insights and recommendations to stakeholders to inform marketing strategies and business decisions.
- A/B testing ad creatives, landing pages, and funnels to maximize ad performance and minimize cost per acquisition (CPA).

Digital Marketing Specialist (SEO & SEM), YUKK Indonesia Jan 2024 - Nov 2024

- Improving Leads Quality by up to 200% in the first month Join the company by improving Campaign Structure, Improving Ads Quality and Relevancy.
- Generating Leads by up to 500% in the second month join the company.
- Project Leads for generating more Event Organizers using YUKK as their payment services.
- Improving UX for the Website and generating traffic quality by revamping the website and improving the website structure.

Digital Marketing, Peopleshift Sep 2021 - Dec 2023

As a Digital Marketing, I strategize, plan, and execute impactful online campaigns. Leveraging analytics, I optimize SEO, SEM, and social media efforts for maximum engagement. I create and curate content.

- **The Employee of the Month January 2022**
- Successfully drove a significant increase in website traffic, achieving a remarkable +90K increase over a span of 12 months in 2022 for Shift Academy, through strategic SEO optimization, content enhancements, and targeted digital marketing initiatives.
- Successfully achieved Q1 2023 Instagram follower growth of 44.3%, coupled with an exceptional 6,600% increase in reach compared to the previous quarter.
- Managed total ads spent of IDR 150 Million last year, achieving an average ROI increase of 10% over 2 quarters

Education

Muhammadiyah University of Yogyakarta August 2016 - February 2021

GPA: 3,34

International Relations, Bachelor's Degree

- Writing a thesis focusing on digital campaigns one of the largest international NGOs.
- Specializing in transnational society that focuses on community development and behavior.
- Active volunteering for some organizations and movements.

RevoU, May 2023 - Sept 2023

Score: 96/100

Fullstack Digital Marketing

Learning from RevoU, an online learning academy with an acceptance rate of <10%. I will be involved in 12-week class with the full spectrum of online marketing: organic and paid marketing. Committed **200+ hours** of lectures and submitted over 35 assignments, mentored by elite instructors from top unicorn companies.

Additional Information

Skills: Social media management, Meta Ads, advanced in Adobe Photoshop, Google Ads, content marketing/content marketing, WordPress Developer, market research, analytics skills,

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| Certification: | 1. Fullstack Digital Marketing, RevoU | Sept 2023 |
| | 2. SEO Specialization Bootcamp, Belajarlagi | November 2022 |
| | 3. Google Ads Search Certification, Google | Sept 2023 |
| | 4. Google Analytics Certification, Google | Sept 2023 |