



Suchitra Devi

INTERNET MARKETING ASSOCIATE

Executive Summary

I have 3+ years of experience in Digital Marketing. I am digital savvy, open-minded, and can quickly adapt to new environment. I enjoy working both individually and within teams, and I am eager to learn new things and open to challenges

Personal Details

Date of Birth: 21 November 1996

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Linkedin URL:

www.linkedin.com/in/suchitra-devi/

Skills

- Digital Paid Ads (Facebook, Instagram, SEM, GDN, YouTube, TikTok, LinkedIn)
- CRM (MoEngage)
- Data Analysis
- Google Analytics
- Time Management
- Google Workspace
- Microsoft Office
- Languages
 - English (Fluent)
 - Deutsch (Elementary: A1)
 - Italian (Beginner)

Education

- Swiss German University (2014-2018)
 - Major: Business Administration
 - GPA: 3.57
 - Concentration: International Business and Marketing
 - Graduated with S.M. (Sarjana Manajemen) and B.A. (Bachelor of Arts)
- Fachhochschule Südwestfalen (2017)
 - Major: Business Administration with Informatics

Work Experience

PT TOKOPEDIA (JAKARTA)

Internet Marketing Associate
December 2021 - March 2023

- Plan, allocate budget and execute ads through Facebook, Google and TikTok
- Collaborate with other internal teams to achieve business goals
- Monitor, optimize and analyze daily, weekly and monthly ads performance and generate improvement ideas
- Conduct testing to find the best campaign structure, targeting and creative assets
- Collaborate with Facebook and other vendor partners to improve performance
- Measure and report performance of digital campaigns, and assess against goals (session, clicks, new buyers, orders, and more)
- Propose strategies based on trend and historical performance data

PT BOLEH DICOPA DIGITAL - BDD (JAKARTA)

Digital Marketing Specialist
February 2021 - December 2021

- Handle 10+ clients from various industries
- Plan, execute and optimize ads through Facebook, Instagram, Google, LinkedIn & TikTok
- Create media plan and strategies to achieve business goals, from finding suitable audiences, suggesting budget allocation and distributing it to the right channel
- Create monthly report with Account Manager and propose strategies for upcoming months
- Generate insights based on campaign performances to improve them

PT SOCIAL BELLA - SOCIOLLA (JAKARTA)

Jr. Digital Marketing Analyst
April 2019 - October 2020

- Create Facebook, Instagram, SEM ads & push notifications using online marketing platforms (Facebook Business Manager, Google Adwords, MoEngage)
- Monitor and optimize running ads to reach target
- Analyze campaign performances and generate insights
- Coordinate with other teams to make sure ads run on time
- Create weekly reports and giving actionable suggestions for improvement & optimization