



## [Ubaidillah Navis]

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## About Me

I am Ubaidillah Navis, I have **more than 5 years of work experience** in the field of social media and digital marketing and currently I work as a social media manager at PT Adlink Sinemedia to manage **social media brands from PT MAYORA INDAH TBK**

## Work Experience

### PT Adlink Sinemedia

Social Media Manager ( December 2022 – Present )

- Directing a team (social media division) consisting of 6 people to achieve the target
- Manage social media for **PT MAYORA INDAH TBK brands**

#### Instagram

- Le Minerale	@Le_mineraleid	(110k followers)
- Superstar	@mysuperstar_	(23k followers)
- Bengbeng	@bengbeng_id	(47k followers)
- Wafello	@wafellove	(100k followers)
- Slai O'lai	@slaiolai_seru	(57,3k followers)
- Gentle Gen	@Gentle.moms	(41k followers)

#### Tiktok

- Le Minerale	@Leminerale_id	(30k followers)
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### Your Glasses Indonesia

Social Media Manager ( July 2020 – November 2022 )

@yourglasses\_id (**Followers Instagram 740.000 , Tiktok 50.000** )

- Directing a team (social media division) consisting of 3 people to achieve the target
- Managing company social media (Content Plan, Copywriting, Posting, Campaign, etc)
- Manage KOL (Cooperate with more than 30 artists and 100 Talents)
- Reach targeted optimization targets (reach 1,000,000 / month)

## **PT. Modena Indonesia**

Social Media Specialist ( July 2019 - June 2020 )

@Modenaindonesia (**Followers Instagram 134.000**)

- Managing company social media (Content Plan, Copywriting, Posting, Campaign, etc)
- Achieve optimization targets set by the company

## **PT. Hotel Sahid Jaya TBK**

Internship Social Media ( January 2019 - June 2019 )

@Grandsahidjaya

- Managing company social media (Content Plan, Copywriting, Posting, Campaign, etc)
- Create designs and content for company social media (1 day 1 design)

## **Google Partner, Indotrading**

Internship Social Media ( July 2018 – December 2018 )

@Indotrading\_official

- Managing company social media (Content Plan, Copywriting, Posting, Campaign, etc)

## **Education**

**Binus University (2016-2020)**

*S1 Internasional Marketing - IPK 3,13*

## **Certificate**

I have **Digital marketing Certification** from various institutions

- **Google** Digital Academy (2022)
- **MySkill** Digital Marketing (2022)
- **e-Marketing Institute** - Online Marketing (2022)
- **e-Marketing Institute** - Social Media Marketing (2022)
- **Udemy** - The complete digital marketing 12 in 1 (2022)
- **Hubspot academy** - Content Marketing (2022)

## **Skill & Competencies**

- Social media planner
- Digital marketing
- Copywriting
- Content Planner
- Content Creator
- Adobe (Illustrator, Photoshop, Premier)
- Tiktok Marketing & Ads
- Instagram Ads & FB Manager
- KOL (key opinion leader)
- Sosial media analysis

Nomor Ijazah Nasional : 612012020012804

*National Diploma Number*

Nomor Seri Ijazah : MNS1/2020/BNN01279

*Diploma Serial Number*

Dengan ini memberikan kepada

*Hereby confers upon*

**Ubaidillah Navis Billah Bhinthahari**  
**(2001578203)**

dengan Nomor Induk Kependudukan 3275082607980020 lahir di Bekasi pada tanggal 26 Juli 1998

*with National Identity Number 3275082607980020 born in Bekasi on July 26, 1998*

gelar

*name of qualification*

**Sarjana Ekonomi (S.E.)**

*translated as "Bachelor of Economics"*

pada program studi Manajemen, program *International Marketing*  
*in Management study program, International Marketing program*

beserta segala hak dan tanggung jawab yang melekat pada gelar akademik ini,  
lulus pada tanggal 25 November 2020.

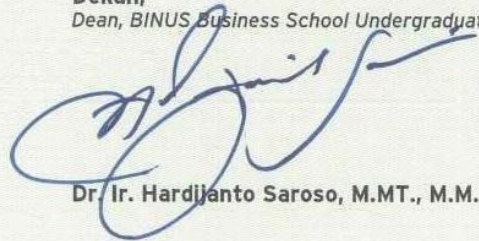
*with all the rights and responsibilities pertaining to the academic degree, graduated on November 25, 2020.*

Diterbitkan di Jakarta, pada tanggal 19 Februari 2021.

*Awarded in Jakarta, on this nineteenth day of February, two thousand and twenty one.*

Dekan,

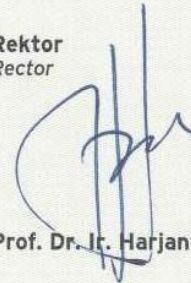
*Dean, BINUS Business School Undergraduate Program*



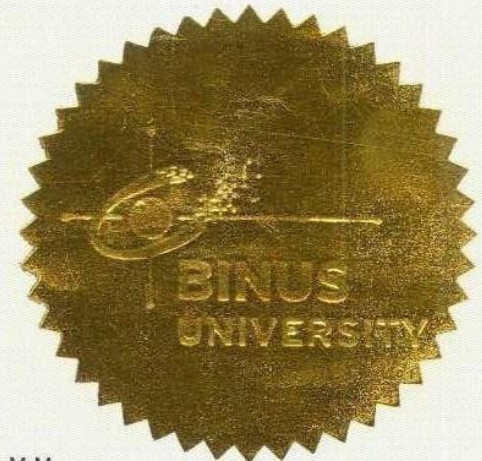
Dr. Ir. Hardijanto Saroso, M.MT., M.M.

Rektor

*Rector*



Prof. Dr. Ir. Harjanto Prabowo, M.M.





# Certificate of Completion

MySkill Intensive Bootcamp

## FULLSTACK DIGITAL MARKETING

September 21 - November 7, 2022

This certificate is awarded to:

***Ubaidillah navis***



**Angga Fauzan**  
CEO MySkill



11118/DGM/LM/11/2022

PT LINIMUDA INSPIRASI NEGERI



# Certificate of Completion

Fullstack Digital Marketing • September 21 - November 7, 2022

## Bootcamp Topics:

- Career Class: Start your Journey as a marketer
- The Fundamentals of Marketing
- Brand Strategy
- Audience Persona & Insight
- Digital Marketing Framework
- Campaign & Media Planning
- Content Marketing
- Creative Copywriting
- Social Media Strategy
- Social Media Research & Analytics
- Ecommerce Marketing
- Facebook Ads
- Tiktok Ads
- Google Ads
- Paid Ads Analytics & Optimization
- On-Page SEO
- SEO Analytics
- Google Analytics
- Community & Influencer Marketing
- Customer Relationship Management
- Career Class: CV & Interview Preparation



11118/DGM/LM/11/2022

PT LINIMUDA INSPIRASI NEGERI

# Certificate of Completion

This certificate is awarded to

UBAIDILLAH NAVIS

For successfully completing the eMarketing Institute online course and  
examination on the topic of

**ONLINE MARKETING FUNDAMENTALS**



**eMarketing**  
INSTITUTE

Issued on :	02/11/2022
Certificate number :	CERTO094815-OMF
Exam name :	ONLINE MARKETING

# Certificate of Completion

This certificate is awarded to

UBAIDILLAH NAVIS

For successfully completing the eMarketing Institute online course and  
examination on the topic of

**SOCIAL MEDIA MARKETING**



**eMarketing**  
INSTITUTE

Issued on :	10/11/2022
Certificate number :	CERTO09599-SMM
Exam name :	SOCIAL MEDIA MARKETING



Certificate no: UC-738a9399-a3d4-4fbe-ac76-6836e7612e07  
Certificate url: [ude.my/UC-738a9399-a3d4-4fbe-ac76-6836e7612e07](https://ude.my/UC-738a9399-a3d4-4fbe-ac76-6836e7612e07)  
Reference Number: 0004

CERTIFICATE OF COMPLETION

# The Complete Digital Marketing Course - 12 Courses in 1

Instructors **Rob Percival, Daragh Walsh, Codestars** • over 2 million students worldwide!

## Ubaidillah Navis Billah

Date **Nov. 17, 2022**

Length **22.5 total hours**





# Content Marketing Certified

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Ubaidillah Navis

The bearer of this certificate is hereby deemed fully capable and skilled in content marketing. They have been tested on best practices and are capable of applying them to long-term content planning, content creation, promotion, and analysis, and increasing results through growth marketing.

Certified: Nov 05 2022 - Valid until : Dec 05 2024

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**HubSpot** Academy

CEO Brian Halligan