



# ICA RAHMADIANI

## DIGITAL MARKETING & COMMUNICATION

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Digital marketing and communication involve leveraging online platforms to engage audiences, promote products, and build brand awareness. This includes strategies like SEO, social media, email marketing, and content creation, all aimed at reaching and resonating with target demographics to drive engagement and achieve business goals.

### AREA OF EXPERTISE

Strategies Communication	Public Relations	Problem Solving
Event Planning and Coordination	Interpersonal Skills	Technology Proficiency

### PROFESSIONAL EXPERIENCE

**Account Executive & Marketing, Pt. Mahadana Asta Berjangka** **July 2019 - June 2020**

In my role as an Account Executive and Marketer, I excel in building strong client relationships, executing strategic campaigns, and driving business growth. I manage projects from conception to completion, ensuring client satisfaction and achieving marketing objectives. My focus is on delivering tailored solutions and fostering long-term partnerships.

**Digital Marketing, CIMB NIAGA** **July 2020 - Dec 2022**

In digital marketing, I specialize in crafting targeted campaigns, optimizing online channels, and analyzing data for strategic insights. I excel at SEO, PPC advertising, and content creation to drive engagement and conversions. My focus is on delivering measurable results and enhancing brand visibility in competitive markets.

**Marketing & Social Media Internship, Pt. Mustika Ratu Tbk** **Feb 2023 - June 2023**

In my role in Marketing and Social Media, I excel at developing impactful campaigns, managing platforms effectively, and fostering meaningful engagement. I strategize to enhance brand visibility, analyze metrics for optimization, and create compelling content that resonates with audiences. This ensures a robust online presence and effective audience interaction.

**Digital Marketing, PT. Zentralink Otoparts** **Feb 2023 - June 2024**

As a Digital Marketing Specialist at PT. Zentralink Otoparts, I develop and execute digital marketing campaigns, manage social media accounts, analyze performance metrics, and optimize online content. I collaborate with the sales team to enhance brand visibility, drive website traffic, and increase customer engagement through targeted strategies.

### EDUCATION

**Bachelor Public Relation & Digital Communication** **2020 - 2024**

### ADDITIONAL INFORMATION

- Languages:** Indonesian, English, Korean (Writing, Reading)