



# ARIES PISKHA JAYA

## Digital Marketing Professional

Experienced Digital Marketing Manager with 5+ years of experience in creating marketing plans, product launches and promoting products. Skilled in Brand Marketing, Performance Marketing and Collaborating on both online and offline marketing activities. Led successful product launches, Strong background in data analysis and brand development. Proven track record and highly motivated professional.

### EDUCATION

- Institut Teknologi Adhi Tama  
*Informatics*  
Completed in 2010
- Google Analytics  
*Google Analytics Academy*  
Completed in 2019
- Fundamental of Digital Marketing  
*Google Digital Garage*  
Completed in 2017

### CONTACT

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### ACHIEVEMENTS

- 2021  
*Wujud Unggul Manager of The Year*
- 2022  
*Increase the sales contribution by 40% through our online campaign*

### PROFESSIONAL EXPERIENCE

- **Wujud Unggul | Digital Marketing Manager**  
*2020 – Present*  
Key responsibilities:  
As a Digital Marketing Manager, I am responsible for developing and executing efficient marketing programs, creating and implementing strategies that aim to generate new leads, managing all content production and creating an effective online marketing plan and branding that supports the company's goals and objectives. My primary goal is to drive business growth and increase engagement through innovative marketing strategies and tactics.
- **PT. Kinetic Digital Indonesia | Head of Digital Channel**  
*2017 – 2019*  
Key responsibilities:  
Heading the digital channel team, gathering metrics for clients' campaign and collateral material for search optimization, and orchestrating online marketing plans that are specifically tailored to the client's needs. I am responsible for leading the digital channel team, ensuring that all campaigns are optimized for search and that the marketing plan is tailored to the client's specific needs. My role is to drive business growth and increase engagement through innovative marketing strategies and tactics.
- **PT. ISS Indonesia | East Java IT Assistant**  
*2007 – 2017*  
Key responsibilities:  
Managing all information system platforms, configuring and maintaining networking and computer systems and troubleshooting and resolving technical issues. I ensure the smooth running of all systems to support the success of the company.

### TOP SKILLS

- **Hard Skills**
  - Digital Marketing
  - Project Management
  - Campaign Management
  - Content Creation
  - Technical Skill: Website, Analytics
  - CRM & Automation
- **Soft Skills**
  - Observation
  - Decision Making
  - Communication
  - Team Management
  - Strategic Thinking
  - Problem Solving