

Izdihar Ratnaduhita Hidayat

Digital Marketing Strategist

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Indonesia

SUMMARY

Detail-oriented professional with 2+ years of experience in digital marketing and social media management. Skilled in driving multi-platform audience growth, creating high-impact content and campaigns, optimizing paid and organic performance, and leading cross-functional teams. Seeking to contribute to a results-driven marketing team to strengthen brand presence, improve audience engagement, and deliver effective, data-informed marketing strategies.

EXPERIENCE

Digital Marketing Specialist

09/2025 - 08/2026

PT Meta Karya Kreativindo

- Led end-to-end digital marketing strategy across 4 brands across multiple industries, driving up to 851% growth in reach, 402% increase in views, and consistently exceeding engagement benchmarks across Instagram and TikTok.
- Delivered exceptional social media performance, achieving a 11.29% Instagram Engagement Rate (6x above internal benchmark) and 75.25% TikTok Engagement Rate, significantly outperforming competitors.
- Scaled multi-platform audience growth, increasing Instagram followers by 9.2%, TikTok followers by 214%, and maintaining steady LinkedIn growth with record-breaking impression performance.
- Generated high-impact content and campaigns, including viral organic posts that drove tens of thousands of reach, strong engagement, and zero-cost performance wins.
- Optimized paid and organic performance strategies, achieving highly cost-efficient ad results (as low as Rp688 per result) while significantly increasing link clicks and profile visits.
- Led cross-functional team execution and client management across four brands, improving workflow efficiency, strengthening stakeholder relationships, and elevating overall content and reporting quality.

Social Media Specialist

11/2024 - 08/2025

PT Mahakarya Adi Indonesia

- Led end-to-end social media strategy for 4+ brands across multiple industries, driving consistent growth in reach, engagement, and audience across Instagram, TikTok, YouTube, and Facebook.
- Increased content performance significantly, achieving up to 132x reach growth, 119% engagement growth, and producing viral content reaching over 600K accounts.
- Scaled content production by up to 86% while maintaining strong engagement outcomes through data-driven content planning and platform-specific strategies.
- Delivered high-impact campaign and paid media results, exceeding KPIs by over 100% and generating strong CTR and conversion-driven performance.
- Produced and directed up to 33 monthly content assets, including social media posts and video content, ensuring alignment with brand identity and campaign goals.
- Optimized performance through continuous analysis and competitor benchmarking, while strengthening audience relationships via active community engagement and timely communication.

Marketing Content Specialist

10/2024 - 12/2024

PT Moca Café Distinct

- Led end-to-end marketing execution independently, managing content creation, campaign strategy, and performance optimization without team support.
- Developed and implemented targeted marketing strategies aligned with brand objectives, maximizing impact within allocated budgets.
- Created and published audience-focused content across social media and e-commerce platforms, strengthening brand visibility and engagement.
- Managed influencer partnerships and sponsored campaigns, expanding reach and driving higher audience interaction.

- Optimized campaign performance through continuous monitoring and data-driven adjustments to improve results.
- Maintained content relevance by leveraging market trends and consumer insights to enhance overall marketing effectiveness.

EDUCATION

Brand Management

06/2024 - 08/2024

University of London - Online Course (Coursera)

- Received a total score of 93.48%, demonstrating mastery across five modules, including Brand Purpose & Experience, Brand Design & Delivery, Brand Leadership & Alignment, Brand Practices & Engagement, and Brand Metrics & Returns.
- Gained expertise in transforming brands from visual identities to holistic customer experiences, emphasizing organizational alignment and strategic brand delivery.
- Applied advanced brand management concepts to measure brand performance, enhance engagement, and drive meaningful customer interactions.

Animal Science

09/2020 - 05/2024

Universitas Brawijaya - Bachelor's Degree

- Achieving a GPA of 3.8/4.0.
- Led international NGO as Vice Director of Exchange at IAAS Indonesia (2023–2024) and Global Brand and Marketing Manager (2022–2023), strengthening leadership, cross-cultural communication, and strategic marketing skills.
- Engaged actively in student organizations and academic development programs, including UB MUN Club, International Association of Students in Agricultural and Related Science (IAAS), and Student Executive Board (BEM FAPET UB)
- Enrolled in an English Class, enhancing organizational, public speaking, and language proficiency skills.

SKILLS

Social Media Management & Optimization	Advanced	Communication & Stakeholder Management	Advanced
Paid Media & Budget Management	Advanced	Google Workspace	Advanced
Leadership & Team Management	Advanced	TikTok for Business	Advanced
		ClickUp	Advanced
		AI Tools	Expert

LANGUAGES

Indonesian	Native	Korean	Intermediate
English	Fluent	Germany	Basic