

Digital Marketing Specialist

Hello, I'm
Reza Hermawan

Digital Marketing Specialist With 5 Years Experience

Summary

Results-oriented Digital Marketing Specialist with 5 years of experience designing and implementing comprehensive digital marketing strategies. Proven ability to optimize both paid and organic campaigns to achieve desired business outcomes. Skilled in planning, executing, and evaluating marketing initiatives across various channels, including SEM, social media advertising, and organic SEO. Proficient in data analysis to measure campaign performance and optimize strategies.

Digital Marketing Achievements

- In the automotive industry, successfully achieved 50% and above margin in every project, even reaching the highest margin at 92%.
Scope of work: Search Engine Marketing campaign and Social Media Marketing.
- Successfully created selected keywords about automotive which resulted in the website ranking on page 1 of Google search.
Scope of work: On-page, Technical, Off-page.

Digital Marketing Skills

- Search Engine Marketing
- Social Media Marketing
- Meta Ads
- Google Ads
- Tiktok Ads
- Search Engine Optimization
- Google Analytics
- Google Search Console
- Google Tag Manager
- Google Ad Manager
- Looker Studio
- OneSignal
- Malichimp

Campaign Performance

Hyundai Stargazer

Case:

- KPI: 240 Leads
- Region: All Indonesia exclude Jabodetabek
- Campaign Period: 1 Month

Task:

- Achieve a margin of 40%

Action:

- Campaign Planning in Meta Business Suite (strategy for campaign visual materials, setting campaign locations, target audiences, and conducting A/B campaign testing)

Result:

- Margin: 78%

Promo Mobil Baru
Bersponsor · 🌐

Bawa Pulang STARGAZER Impianmu Hanya Dengan Nabung Rp 60ribuan* per hari!

- ✓ DP Mulai 21 Juta*
- ✓ Cicilan Mulai 1,9 Juta*
- ✓ Bunga Ringan hingga 7 Tahun*
- ✓ Cuti Cicilan 1 Tahun*

Ambil promo sekarang & Kami akan segera menghubungi Anda untuk info lebih detail
*s&k berlaku



Bawa pulang STARGAZER Impianmu hanya dengan nabung Rp 60ribuan* per hari!

Miliki Hyundai STARGAZER hanya dengan nabung Rp 60ribuan* per hari!

Pilih salah satu cara untuk bawa pulang STARGAZER: www.kabuduhormu.com

DP 21*	Cicilan 1.9*
Bunga ringan*	Cuti cicilan 1*

rajamobil.com
Miliki Hyundai Stargazer
60 Ribuan* Per Hari

Ambil Promo

👍 Suka 💬 Komentari ➦ Bagikan

Campaign Performance

Wuling Project

Case:

- KPI: 272 Leads
- Region: All Indonesia exclude Papua
- Campaign Period: 1 Month

Task:

- Achieve a margin of 50%

Action:

- Campaign planning in Meta Business Suite (strategy for campaign visual materials, setting campaign locations, target audiences, and conducting A/B campaign testing)

Result:

- Margin: 86%



Campaign Performance

Toyota Virtual Expo Project

Case:

- KPI: 1.212 Leads
- Region: All Indonesia
- Campaign Period: 11 Days

Task:

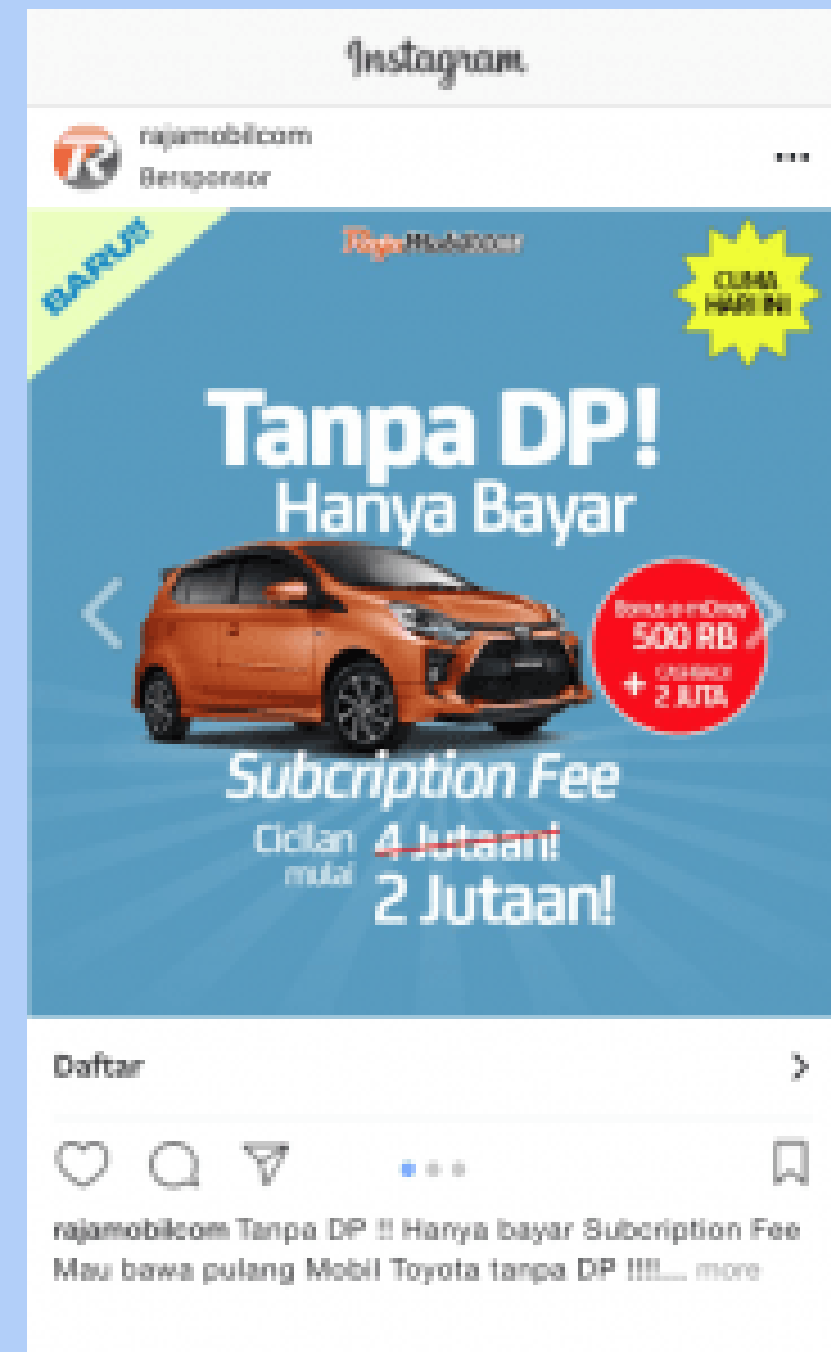
- Achieve a margin of 60%

Action:

- Campaign planning in Meta Business Suite (strategy for campaign visual materials, setting campaign locations, target audiences, and conducting A/B campaign testing)

Result:

- Margin: 93%



Campaign Performance

Toyota Kinto Project

Case:

- KPI: 607 Leads
- Region: All Indonesia
- Campaign Period: 1 Month

Task:

- Achieve a margin of 60%

Action:

- Campaign planning in Meta Business Suite (strategy for campaign visual materials, setting campaign locations, target audiences, and conducting A/B campaign testing)

Result:

- Margin: 94%



Campaign Performance

Toyota Sales Program Project

Case:

- KPI: 2.357 Install Apps
- Region: All Indonesia
- Campaign Period: 1 Month

Task:

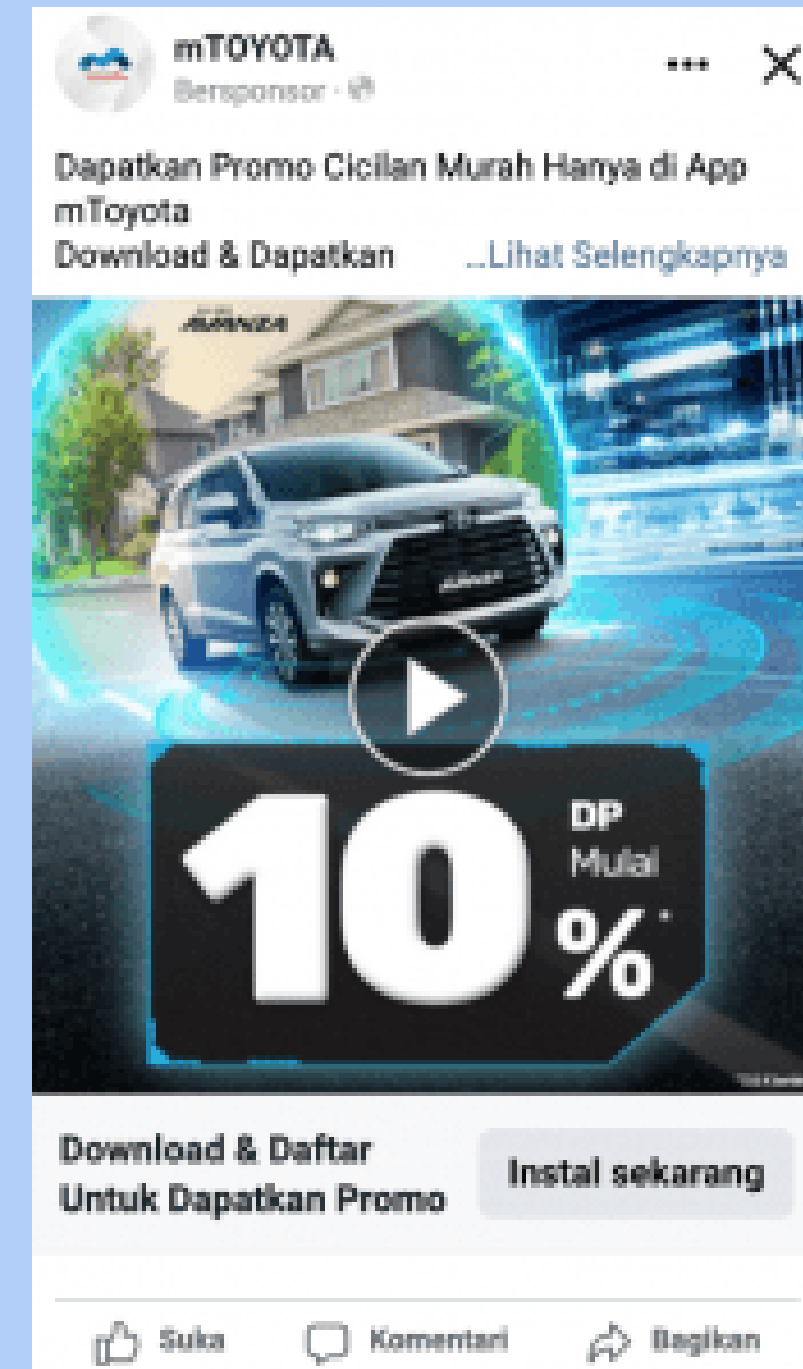
- Achieving KPI with margin

Action:

- Campaign planning in Meta Business Suite (strategy for campaign visual materials, setup goals with install apps, setting campaign locations, target audiences, and conducting A/B Campaign Testing)

Result:

- Margin: 70%



Campaign Performance

Honda Imora Project

Case:

- KPI: 1.700 Leads
- Region: Jabodetabek
- Campaign Period: 1 Month

Task:

- Achieve KPI 50%

Action:

- Campaign planning in Meta Business Suite, Google Ads, Tiktok Ads (strategy for campaign visual materials, setting campaign locations, target audiences, and conducting A/B campaign testing)

Result:

- Margin: 61%



Bersponsor

www.rajamobil.com/promo2024/honda

Promo Cicilan Ringan Honda - Konsultasikan Promo Terbaik

Promo Honda Cicilan Ringan* | DP Rendah* | Dibantu Sampai Approve. Konsultasikan Honda Impian Anda Untuk Mendapatkan Harga Terbaik. Model: Accord, City, CR-V, Brio, WR-V, BR-V, N7X, HR-V, Civic, Mobilio, City Hatchback RS. Banyak Promo Menarik. Banyak Bonus & Hadiah*.

Campaign Performance

Nurturing BMW Project

Case:

- KPI: 10 SPK
- Region: Jabodetabek

Task:

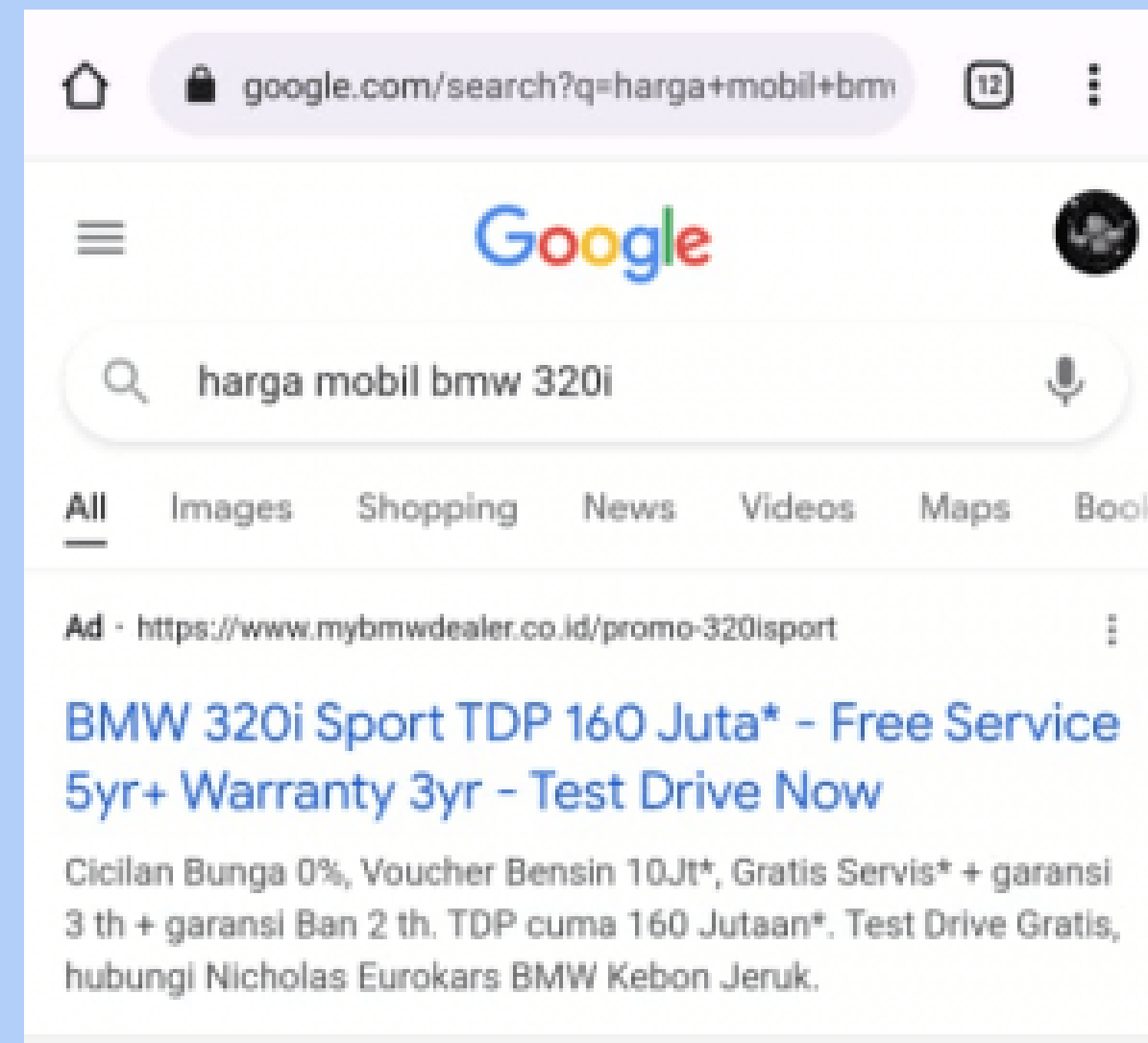
- Achieving KPI with margin

Action:

- Campaign planning in Google Ads (strategy for campaign materials, setting campaign locations, keywords, and conducting A/B campaign testing)

Result:

- 10 SPK



Campaign Performance

Google Ads Click Subaru

Case:

- KPI: 1200 Clicks
- Region: Jabodetabek
- Campaign Period: 9 Days

Task:

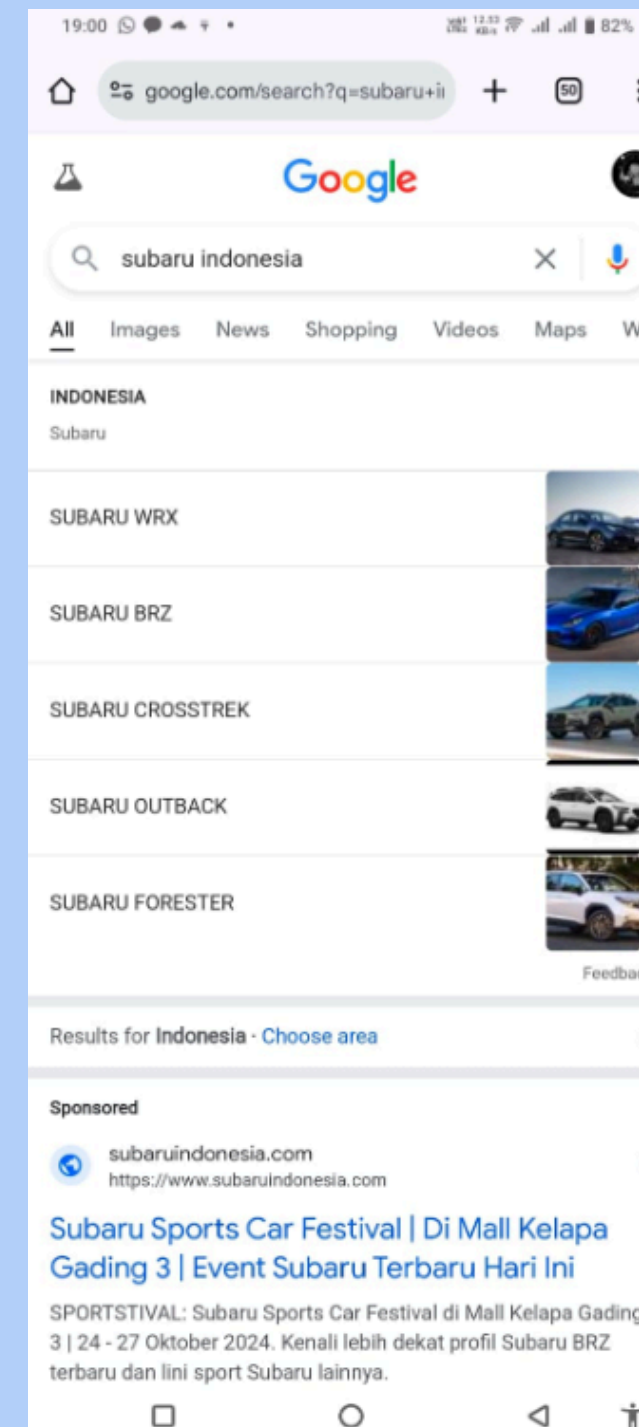
- Achieving KPI with margin

Action:

- Campaign planning in Google Ads (strategy for campaign materials, setting campaign locations, keywords, and conducting A/B campaign testing)

Result:

- Margin 84.34%



Campaign Performance

Instagram Boost Subaru

Case:

- KPI: 2.000 Clicks
- Region: Jabodetabek
- Campaign Period: 9 Days

Task:

- Achieving KPI with margin

Action:

- Campaign planning in Google Ads (strategy for campaign materials, setting campaign locations, keywords, and conducting A/B campaign testing)

Result:

- Margin 71.02%



Campaign Landing Page

Honda Imora

Creating Landing Page Campaign

RajaMobil.com

END OF YEAR DRIVE DEALS

Promo Special Honda Menyambut Akhir Tahun

Spectacular Leasing Offer

DP Ringan* mulai dari	Rp 18 jt-an	Cicilan Ringan* Rp 2	jt-an
Tenor Panjang*	7 Tahun	Bunga Rendah*	0 %

Kunjungi event Honda
Extra Benefit*

Rp 5
jt

Free Biaya Perawatan Berkala**
(Jasa + Parts s.d 90.000/4 tahun)

*Syarat & ketentuan berlaku
**Hanya berlaku untuk Honda New, Honda Mobilis, Honda City, Honda Brio, Honda CR-V, dan All New Honda Brio V.
Program ini berlangsung dari 1 Januari 2024 hingga 31 Desember 2024. Program dan promo tidak mengikat dan dapat berubah sewaktu-waktu.
Pembelian dengan DP Ringan dan Cicilan Ringan hanya untuk Honda New. Untuk informasi lebih lanjut, hubungi kami di 1500-8000-8000 atau kunjungi www.hondaindonesia.com

HONDA | How we move you.
The Power of Dreams | CREATE • TRANSCEND, AUGMENT

Spesial Untuk Anda, Promo HONDA Hari Ini!

Spesial Untuk Anda, Promo HONDA Hari Ini!

- ✓ Bunga 0%*
- ✓ Cicilan Ringan & DP Terjangkau*
- ✓ Tersedia Promo Menarik Lainnya*
- ✓ Banyak Bonus dan Hadiahnya*
- ✓ Proses Mudah, Cepat, & Aman*
- ✓ Test Drive Gratis Sekarang*
- ✓ Pilih Mobil Honda Yang Kamu Inginkan & Tim Kami Akan Segera Menghubungi Kamu Untuk Info Lebih Detail*

*Dik. Berlaku

Konsultasikan Honda Impian Anda Untuk Mendapatkan Promo Terbaik.

Tim Kami Akan Segera Menghubungi Kamu Untuk Proses Pendaftaran (Termasuk OTP Bila Ada). **Pastikan Nomor Handphone Anda Bisa Menerima Whatsapp.**

Nama Lengkap

+62 Nomor Handphone/Whatsapp

Email

Kota

Model

Rencana Pembelian

☐ Ingin Mendapatkan Promo Penawaran Produk Lainnya Yang Bekerjasama Dengan Kami?

*Dengan mengisi form ini, Anda setuju dan mengizinkan data pribadi yang Anda berikan dalam form ini untuk diproses, dikumpulkan, digunakan, diungkapkan dan atau disimpan oleh www.rajamobil.com dan relasinya.

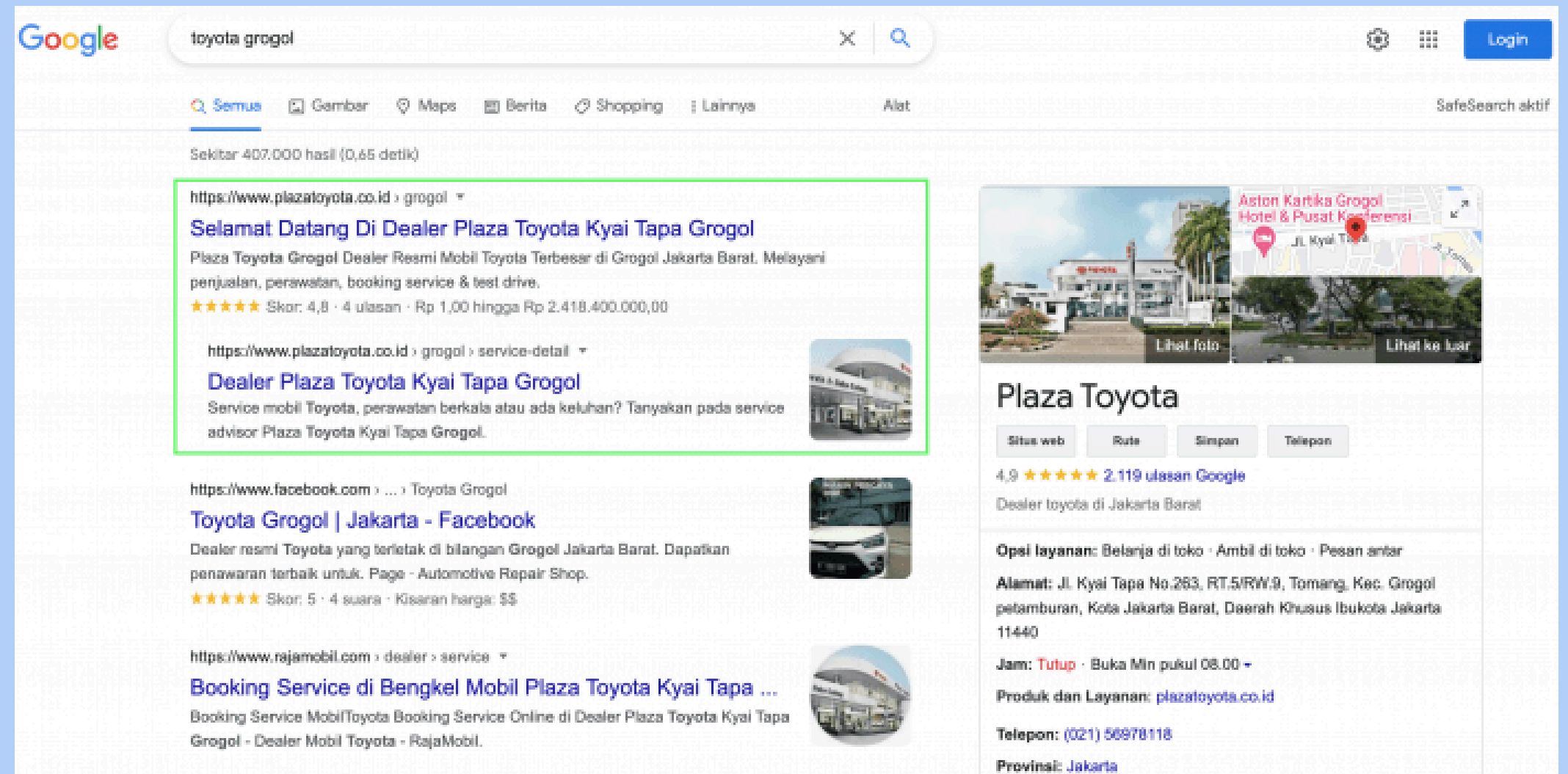
Ambil Promo GRATIS

SEO Portfolio

Plaza Toyota Grogol

URL - <https://www.plazatoyota.co.id/grogol/>

- 1.toyota grogol
- 2.promo toyota grogol
- 3.harga toyota grogol
- 4.dealer toyota grogol
- 5.showroom toyota grogol

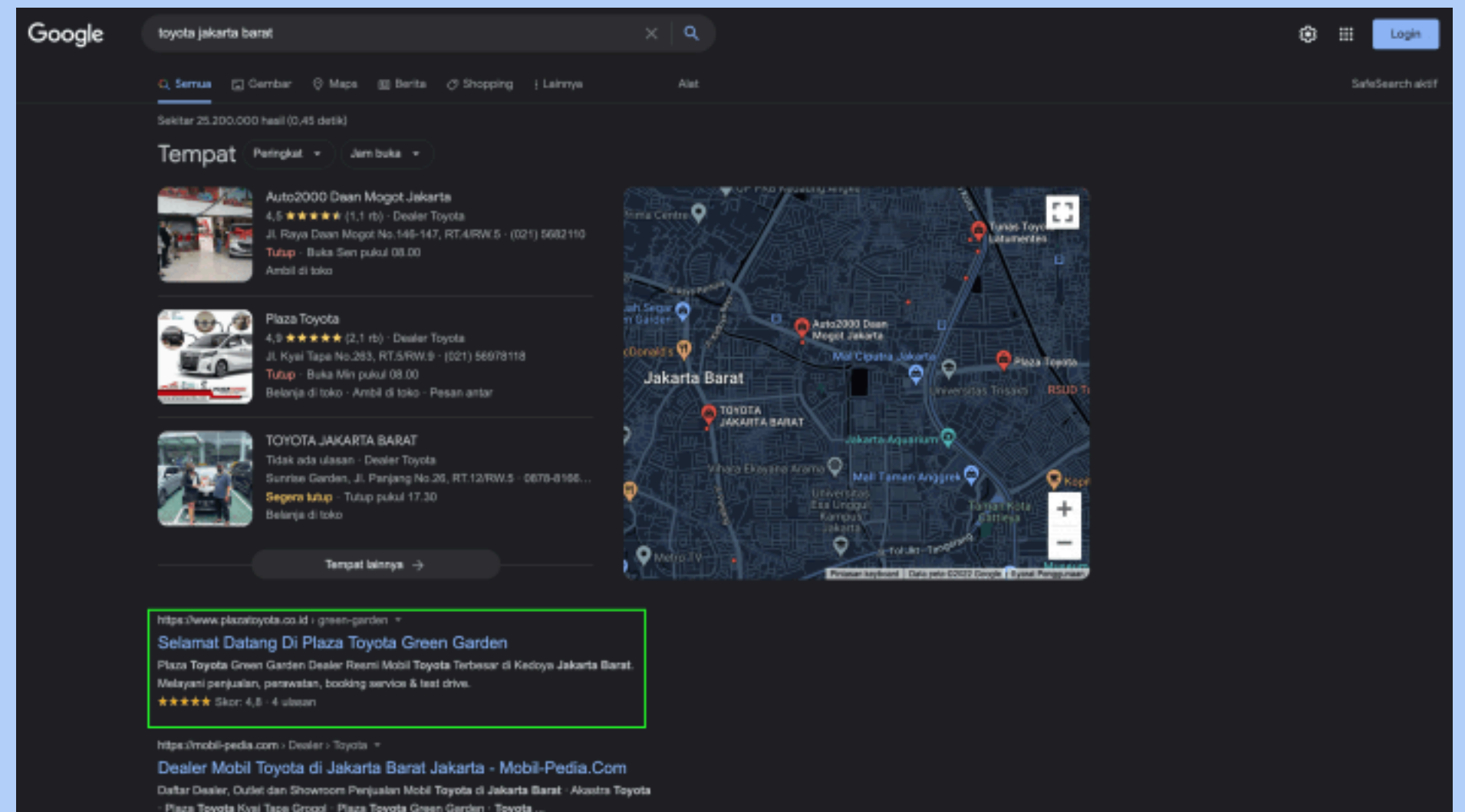


SEO Portfolio

Plaza Toyota Green Garden

URL - <https://www.plazatoyota.co.id/green-garden/>

1. toyota jakarta barat
2. promo toyota green garden
3. harga toyota green garden
4. dealer toyota green garden
5. showroom toyota green garden



SEO Portfolio

Honda Imora

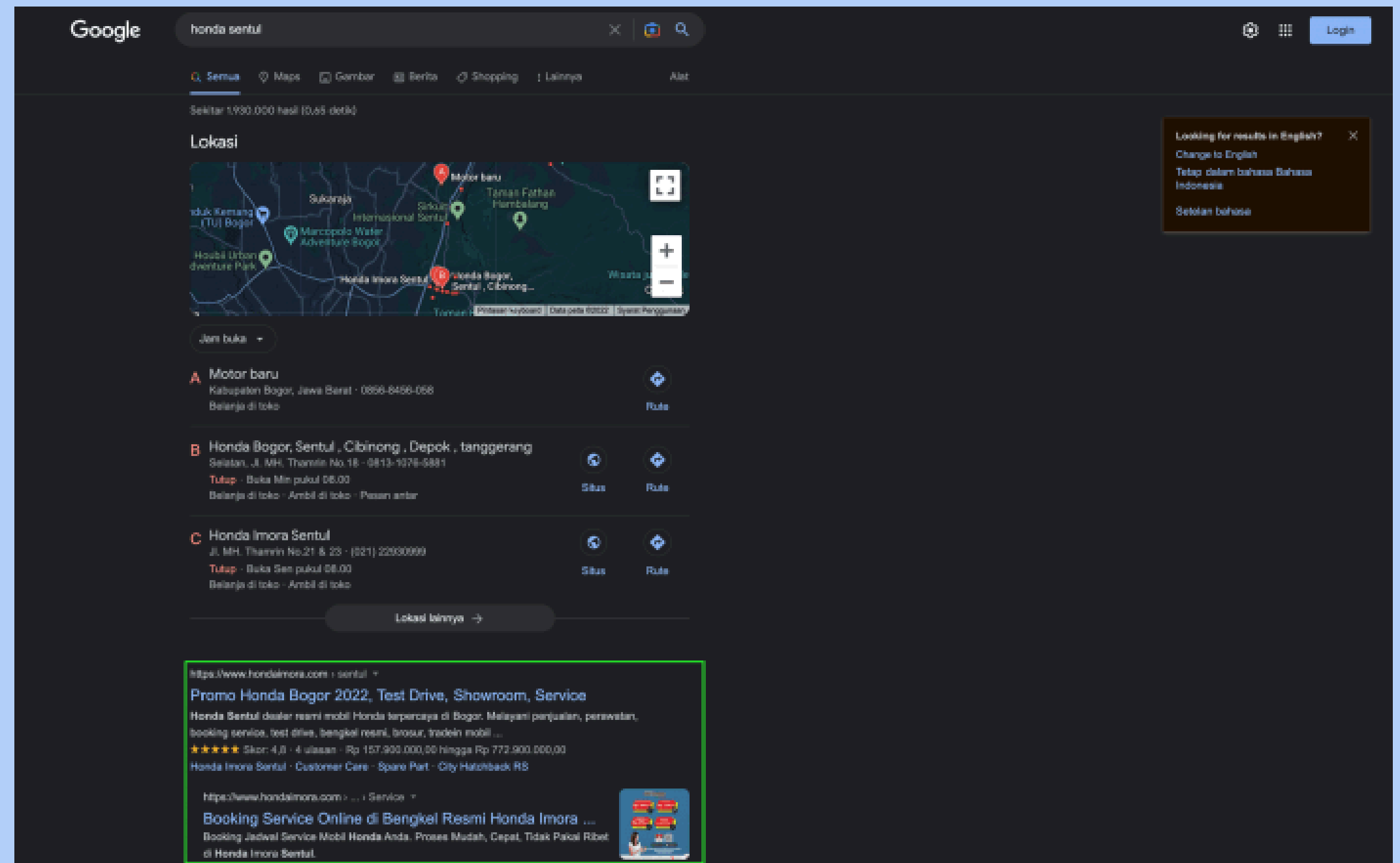
URL -

<https://www.hondaimora.com/sentul>

<https://www.hondaimora.com/p.jayakarta>

1.honda sentul

2.honda jakarta pusat

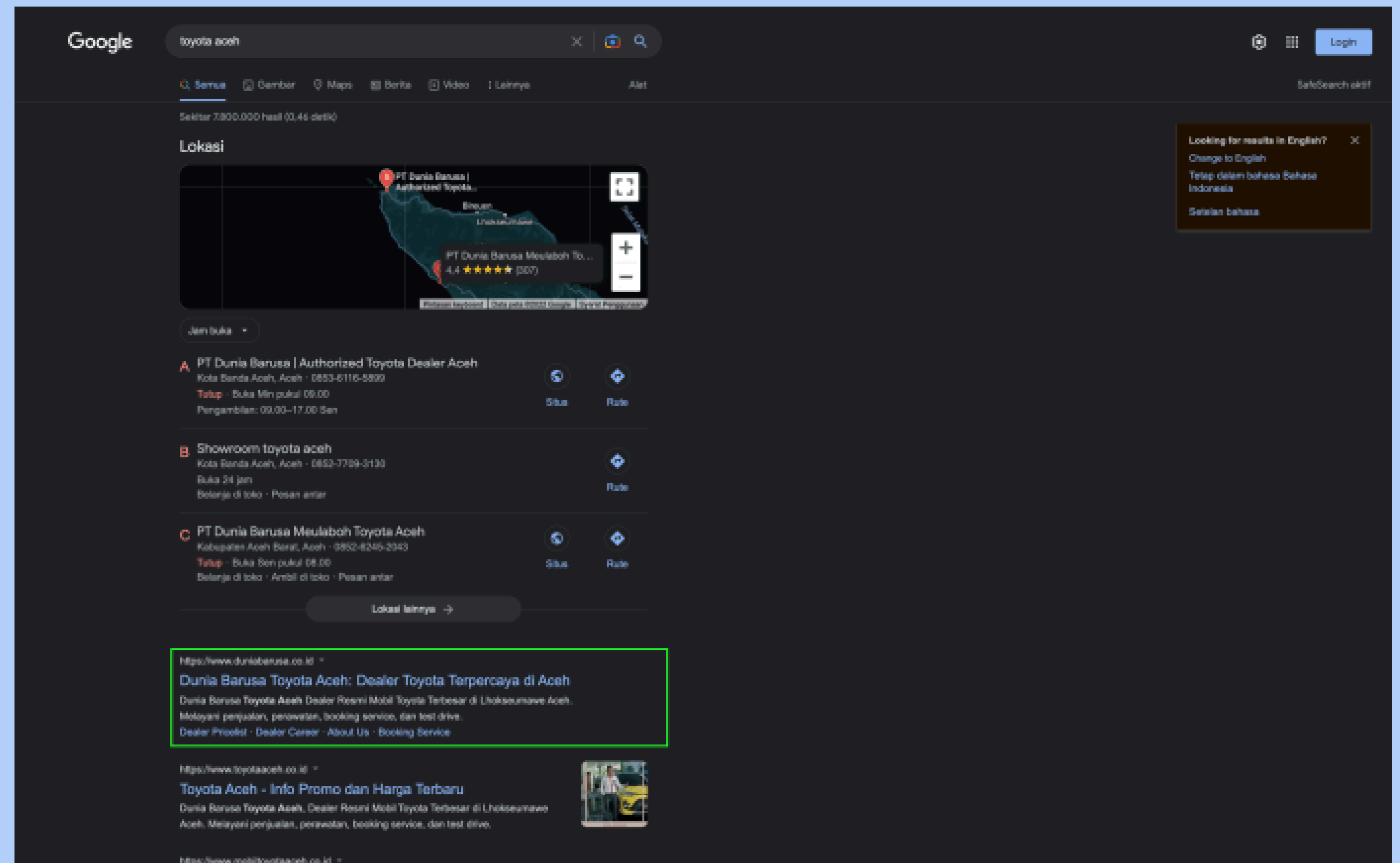


SEO Portfolio

Dunia Barusa Toyota

URL - <https://www.duniabarusa.co.id/>

- 1.toyota aceh
- 2.harga toyota aceh
- 3.promo toyota aceh



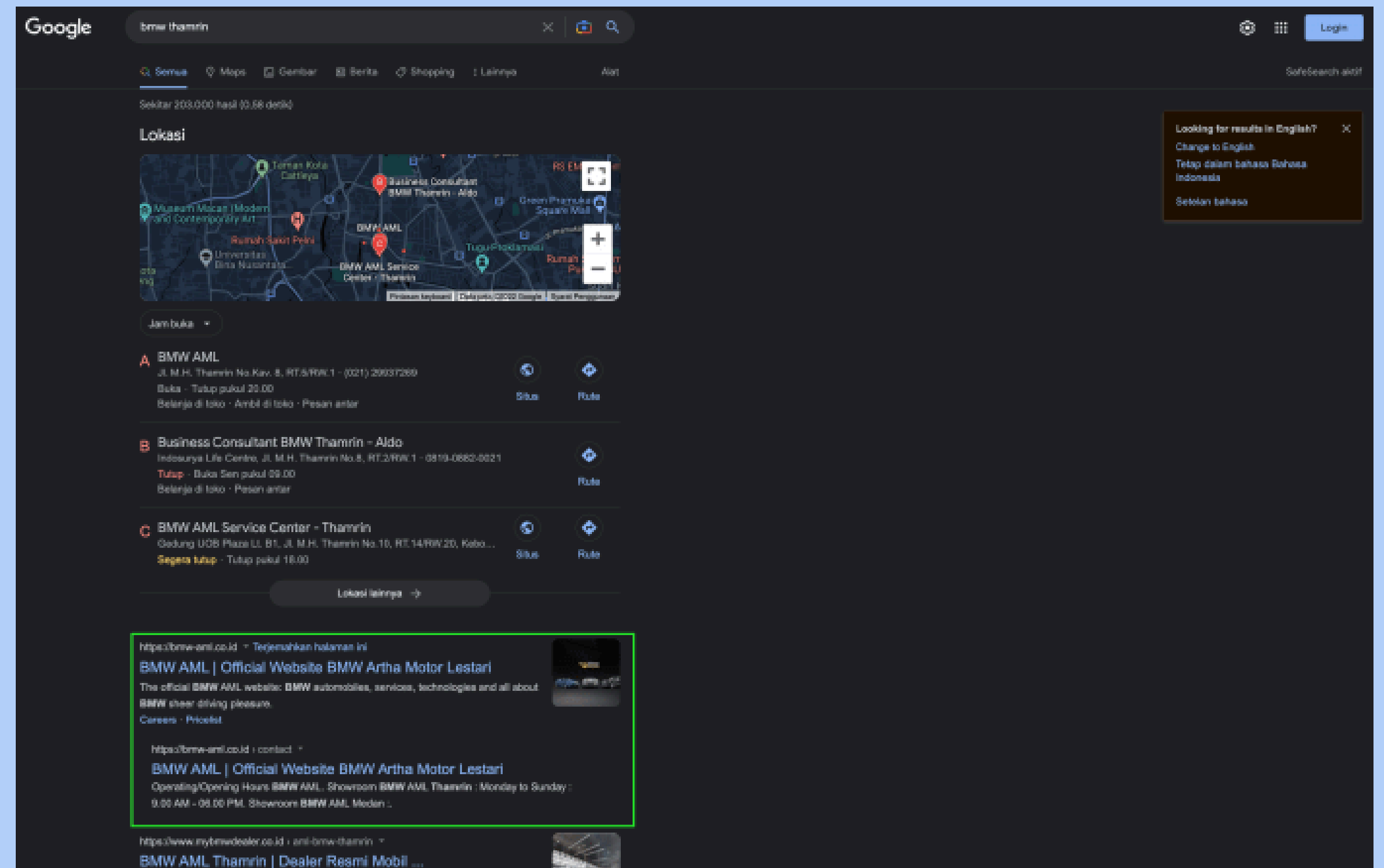
SEO Portfolio

BMW Astra Motor Lestari

URL -

<https://www.mybmwdealer.co.id/aml-bmw-thamrin>

1. bmw thamrin



GA4 Portfolio

Honda Imora

- Create and manage Google Analytics 4
- Create event tracking

Analytics | All accounts > Honda Imora | Honda Imora - GA4

Try searching "MoM growth in users for each dev..."

+ Create

Analytics Intelligence Search

Data collection and modification

- Data streams
- Data collection
- Data import
- Data retention
- Data filters
- Data deletion requests

Data display

- Events
- Key events
- Audiences
- Comparisons
- Segments
- Custom definitions

Modify event | Create event

Existing events

Event name ↑	Count	% change	Users	% change	Mark as key event (?)
booking_test_drive	0	↓ 100.0%	0	↓ 100.0%	<input type="checkbox"/>
click	40,729	↓ 13.3%	13,175	↓ 11.5%	<input type="checkbox"/>
file_download	320	-	229	-	<input type="checkbox"/>
first_visit	88,112	↑ 6.9%	61,293	↓ 25.9%	<input type="checkbox"/>
form_start	16,940	↓ 14.0%	8,001	↓ 15.7%	<input type="checkbox"/>
form_submit	331	↓ 95.5%	127	↓ 95.4%	<input type="checkbox"/>
klik_booking_service	1,388	↑ 0.4%	667	↓ 7.6%	<input type="checkbox"/>
klik_booking_test_drive	66	↓ 31.3%	50	↓ 42.5%	<input type="checkbox"/>
klik_lihat_dealer	1,367	↑ 0.3%	376	↓ 39.2%	<input type="checkbox"/>
klik_lihat_e_voucher	0	↓ 100.0%	0	↓ 100.0%	<input type="checkbox"/>

Rows per page: 10 | 1-10 of 25

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GA4 Portfolio

Plaza Toyota

- Create and manage tracking button, pixels, and conversion tracking on Google Tag Manager
- Create redirect page

The screenshot shows the Google Tag Manager workspace for Plaza Toyota. The top navigation bar includes 'All accounts > Plaza Toyota', the website URL 'www.plazatoyota.co.id', a search bar, and icons for workspace management. The main interface is divided into a left sidebar and a right content area. The sidebar lists 'CURRENT WORKSPACE' with options: Overview, Tags, Triggers, Variables, Folders (selected), and Templates. The right content area shows 'Folders' with a 'New Folder' button. Below this, there are two sections: 'Unfiled items (434)' and 'GA4 (18)'. The 'GA4 (18)' section contains a table of tags.

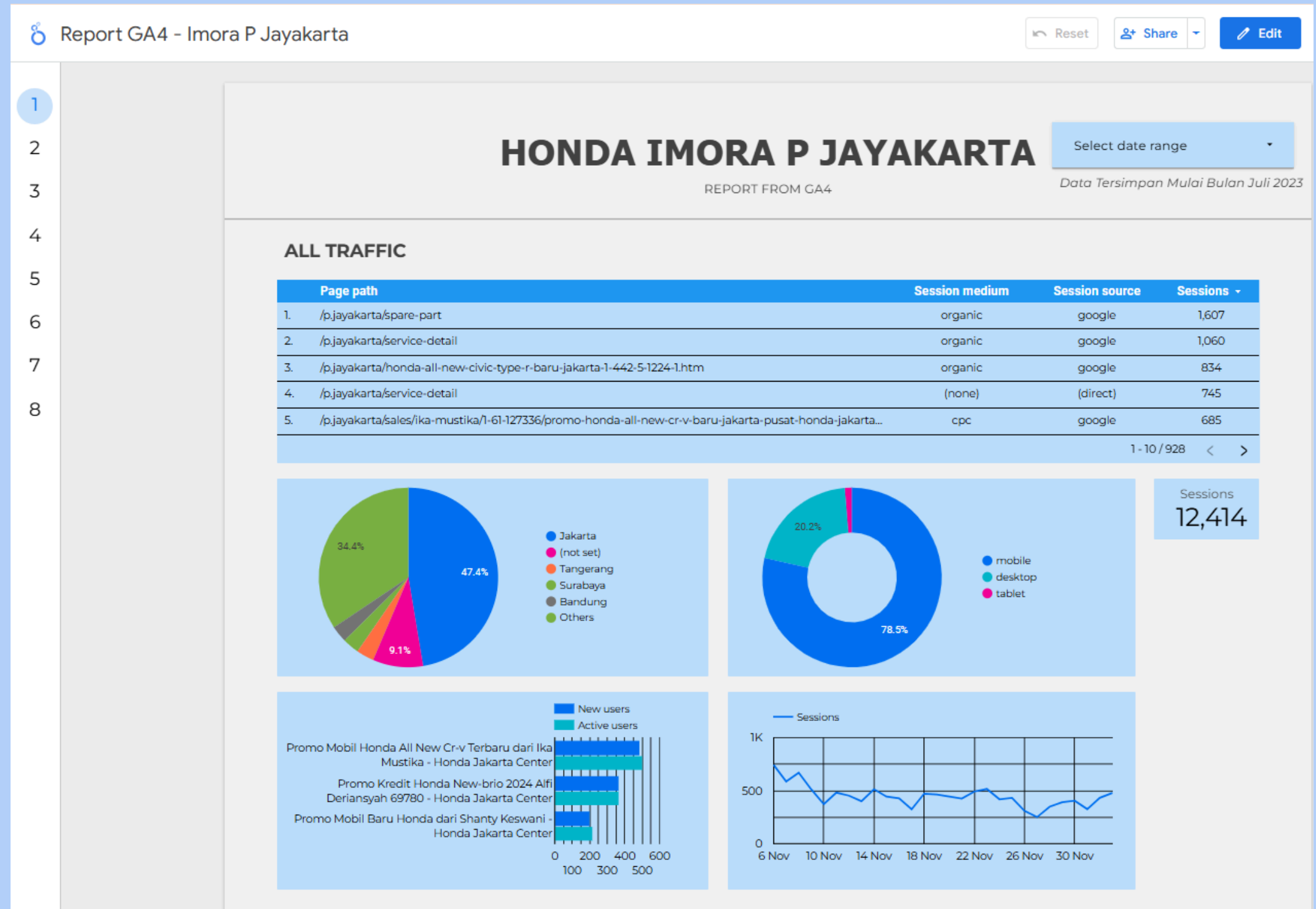
<input type="checkbox"/>	Name ↑	Type
<input type="checkbox"/>	001) GA4 Rajamobil Config	Tag
<input type="checkbox"/>	002) GA4 Plaza Toyota Config	Tag
<input type="checkbox"/>	003) klik_via_google_maps_di	Tag
<input type="checkbox"/>	004) klik_telepon_wiraniaga_favorit	Tag
<input type="checkbox"/>	005) klik_whatsapp_wiraniaga_favorit	Tag
<input type="checkbox"/>	006) klik_telepon_ho_find_dealer	Tag
<input type="checkbox"/>	007) klik_whatsapp_ho_find_dealer	Tag
<input type="checkbox"/>	008) klik_telepon_service_advisor	Tag
<input type="checkbox"/>	009) klik_whatsapp_service_advisor	Tag
<input type="checkbox"/>	010) klik_telepon_dealer_float	Tag

Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays all traffic entering the website
<https://www.hondaimora.com/p.jayakarta>

- Frequently visited URL paths
- Top 5 Regions that provide the most traffic
- Device used when accessing the website
- Provide insight into users who access the website
- Display session according to the selected date

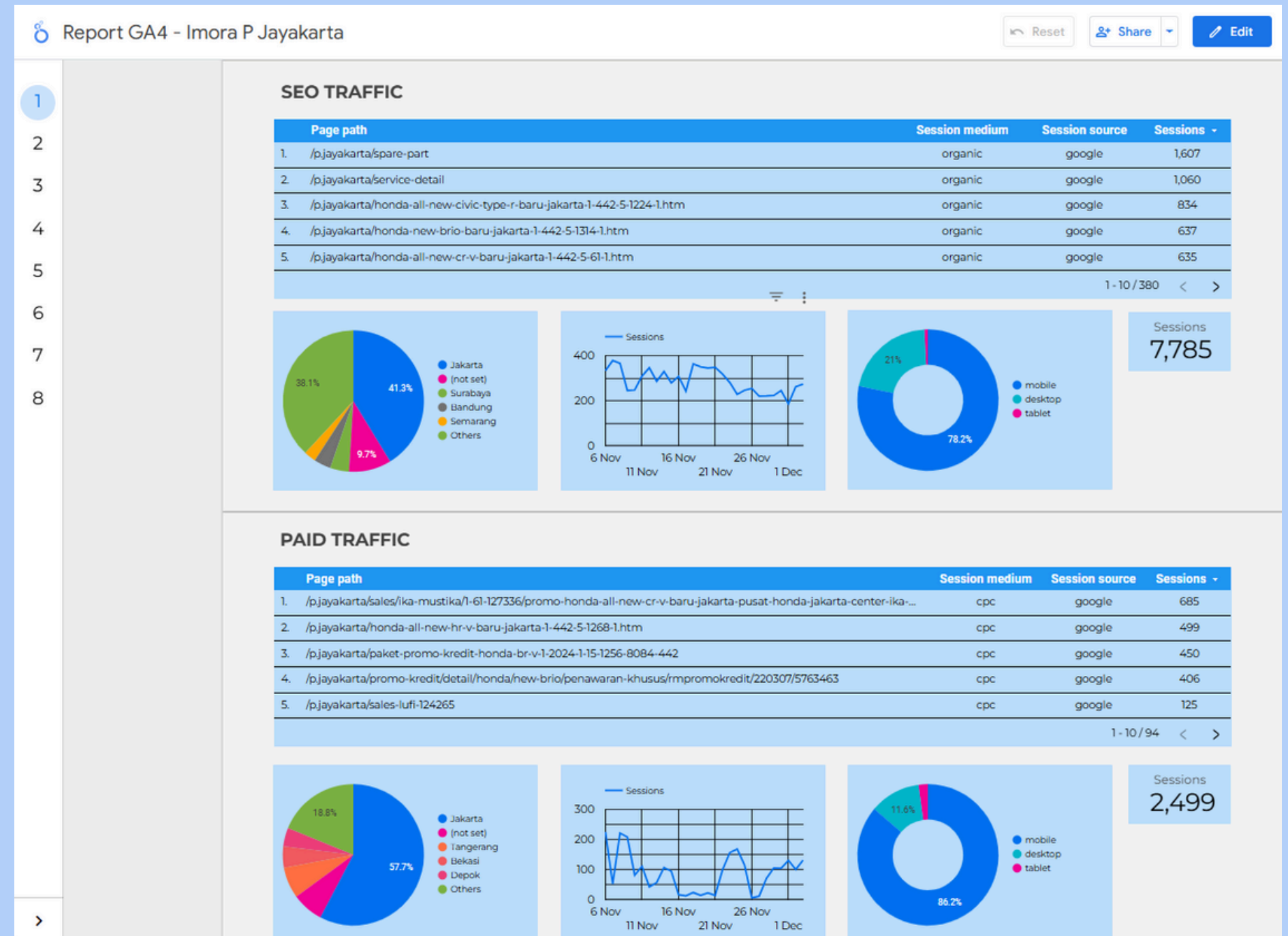


Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays traffic generated from organic and from paid on the website

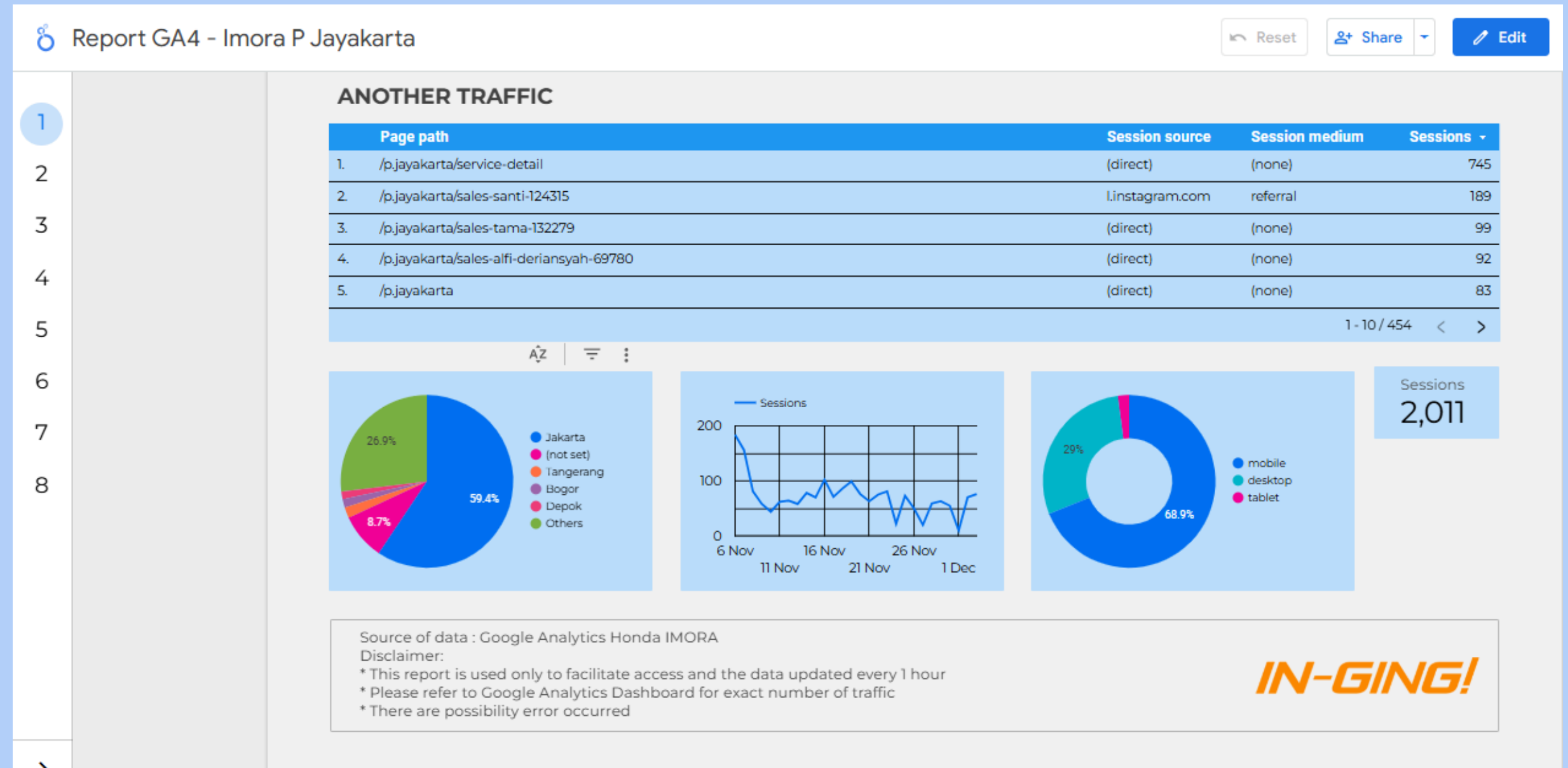
- Frequently visited URL paths
- Top 5 Regions that provide the most traffic
- Device used when accessing the website
- Provide insight into users who access the website
- Display session according to the selected date



Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays traffic generated
from other than organic
and paid on the website.



Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays listings of the most traffic-generating cities on the website

Report GA4 - Imora P Jayakarta

Reset

Share

Edit

HONDA IMORA P JAYAKARTA				
REPORT FROM GA4				
Select date range				
Data Tersimpan Mulai Bulan Juli 2023				
CITY TRAFFIC				
Town/City	Page path	Session medium	Session source	Sessions
1. Jakarta	/p.jayakarta/service-detail	organic	google	914
2. Jakarta	/p.jayakarta/service-detail	(none)	(direct)	659
3. Jakarta	/p.jayakarta/spare-part	organic	google	582
4. Jakarta	/p.jayakarta/sales/ika-mustika/1-61-127336/promo-honda-all-new-cr-v-baru-jakarta-pusat-hond...	cpc	google	349
5. Jakarta	/p.jayakarta/honda-all-new-hr-v-baru-jakarta-1-442-5-1268-1.htm	cpc	google	314
6. Jakarta	/p.jayakarta	organic	google	298
7. Jakarta	/p.jayakarta/paket-promo-kredit-honda-br-v-1-2024-1-15-1256-8084-442	cpc	google	259
8. Jakarta	/p.jayakarta/promo-kredit/detail/honda/hew-brio/penawaran-khusus/rmpromokredit/220307/5...	cpc	google	246
9. Jakarta	/p.jayakarta/honda-all-new-civic-type-r-baru-jakarta-1-442-5-1224-1.htm	organic	google	222
10. Jakarta	/p.jayakarta/honda-new-brio-baru-jakarta-1-442-5-1314-1.htm	organic	google	188
11. Jakarta	/p.jayakarta/honda-all-new-cr-v-baru-jakarta-1-442-5-61-1.htm	organic	google	185
12. (not set)	/p.jayakarta/spare-part	organic	google	125
13. Jakarta	/p.jayakarta/honda-all-new-hr-v-baru-jakarta-1-442-5-1268-1.htm	organic	google	121
14. Jakarta	/p.jayakarta/service-detail/booking-service	organic	google	118
15. Jakarta	/p.jayakarta/body-paint	organic	google	117
16. Jakarta	/p.jayakarta/service-detail	cpc	google	113
17. Jakarta	/p.jayakarta/honda-city-hatchback-rs-baru-jakarta-1-442-5-1233-1.htm	organic	google	108
18. Jakarta	/p.jayakarta/sales-santi-124315	referral	Instagram.com	101
19. Surabaya	/p.jayakarta/spare-part	organic	google	90
20. Jakarta	/p.jayakarta/honda-mobilio-baru-jakarta-1-442-5-907-1.htm	organic	google	89
21. Jakarta	/p.jayakarta/sales-lufi-124265	cpc	google	87
22. (not set)	/p.jayakarta/service-detail	organic	google	85
23. Jakarta	/p.jayakarta/data-pricelist	organic	google	84
24. Tangerang	/p.jayakarta/sales/ika-mustika/1-61-127336/promo-honda-all-new-cr-v-baru-jakarta-pusat-hond...	cpc	google	79
25. (not set)	/p.jayakarta/honda-all-new-cr-v-baru-jakarta-1-442-5-61-1.htm	organic	google	77

Looker Studio Portfolio

Report GA4 - Imora P Jayakarta

Reset Share Edit

	Page path	Town/City	Session s...	Total users	Active users...	New users
1	1. /p.jayakarta/service-detail	Jakarta	(direct)	323	320	2
2	2. /p.jayakarta/spare-part	Jakarta	google	243	243	2
3	3. /p.jayakarta/sales/ika-mustika/1-61-127336/promo-honda-all-new-cr-v-baru-jakarta-...	Jakarta	google	261	232	224
4	4. /p.jayakarta/promo-kredit/detail/honda/new-brio/penawaran-khusus/rmpromokre...	Jakarta	google	219	217	215
5	5. /p.jayakarta/honda-all-new-hr-v-baru-jakarta-1-442-5-1268-1.htm	Jakarta	google	162	162	6
6	6. /p.jayakarta/paket-promo-kredit-honda-br-v-1-2024-1-15-1256-8084-442	Jakarta	google	112	112	0
7	7. /p.jayakarta/sales-santi-124315	Jakarta	l.instagram...	97	96	90
8	8. /p.jayakarta	Jakarta	google	92	91	0
9	9. /p.jayakarta/honda-all-new-civic-type-r-baru-jakarta-1-442-5-1224-1.htm	Jakarta	google	80	80	1
10	10. /p.jayakarta/honda-new-brio-baru-jakarta-1-442-5-1314-1.htm	Jakarta	google	80	80	0

1 - 100 / 2950

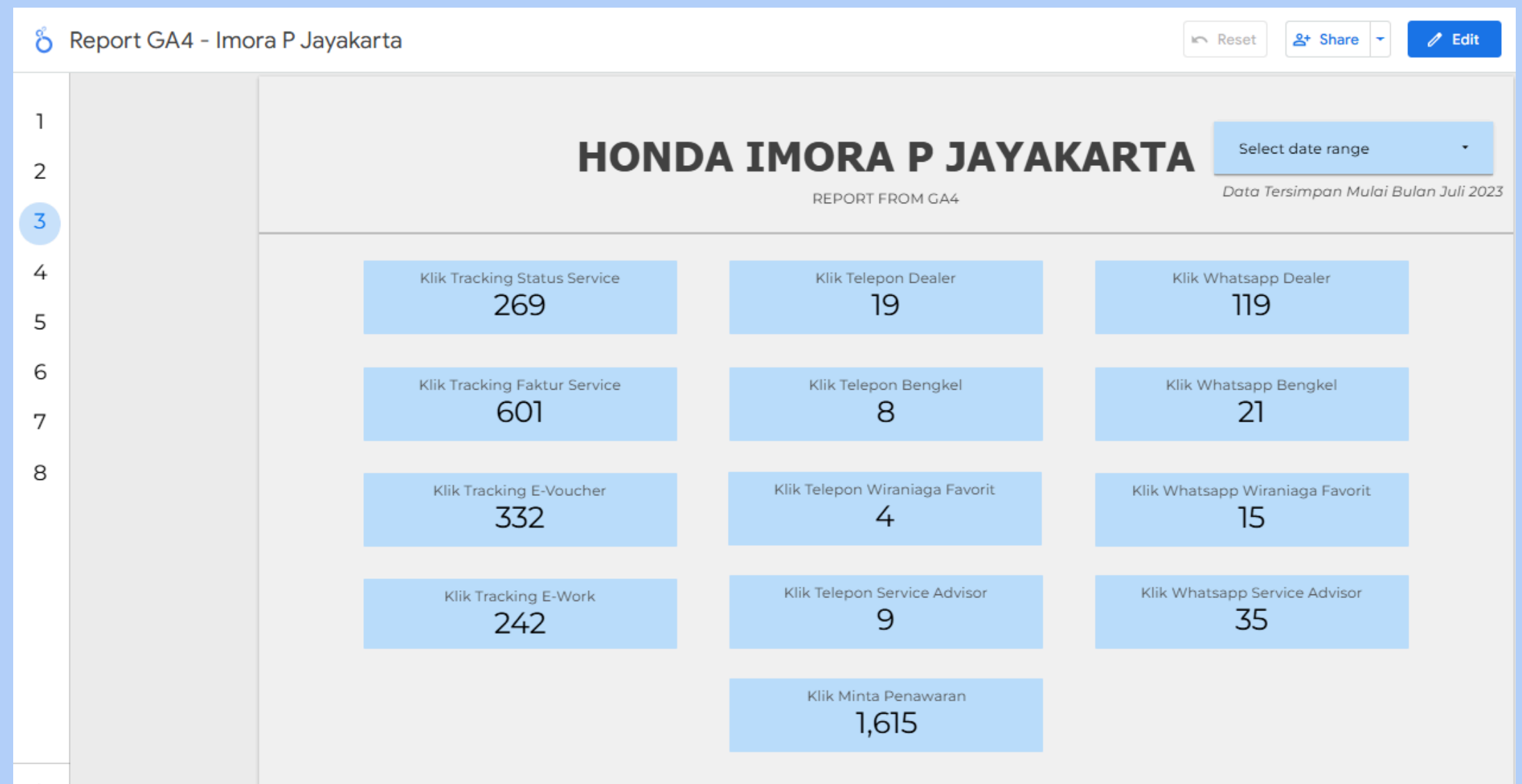
Honda Imora Pangeran Jayakarta

Displays the listing Path URL of the most traffic-generating Cities & Users on the website

Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

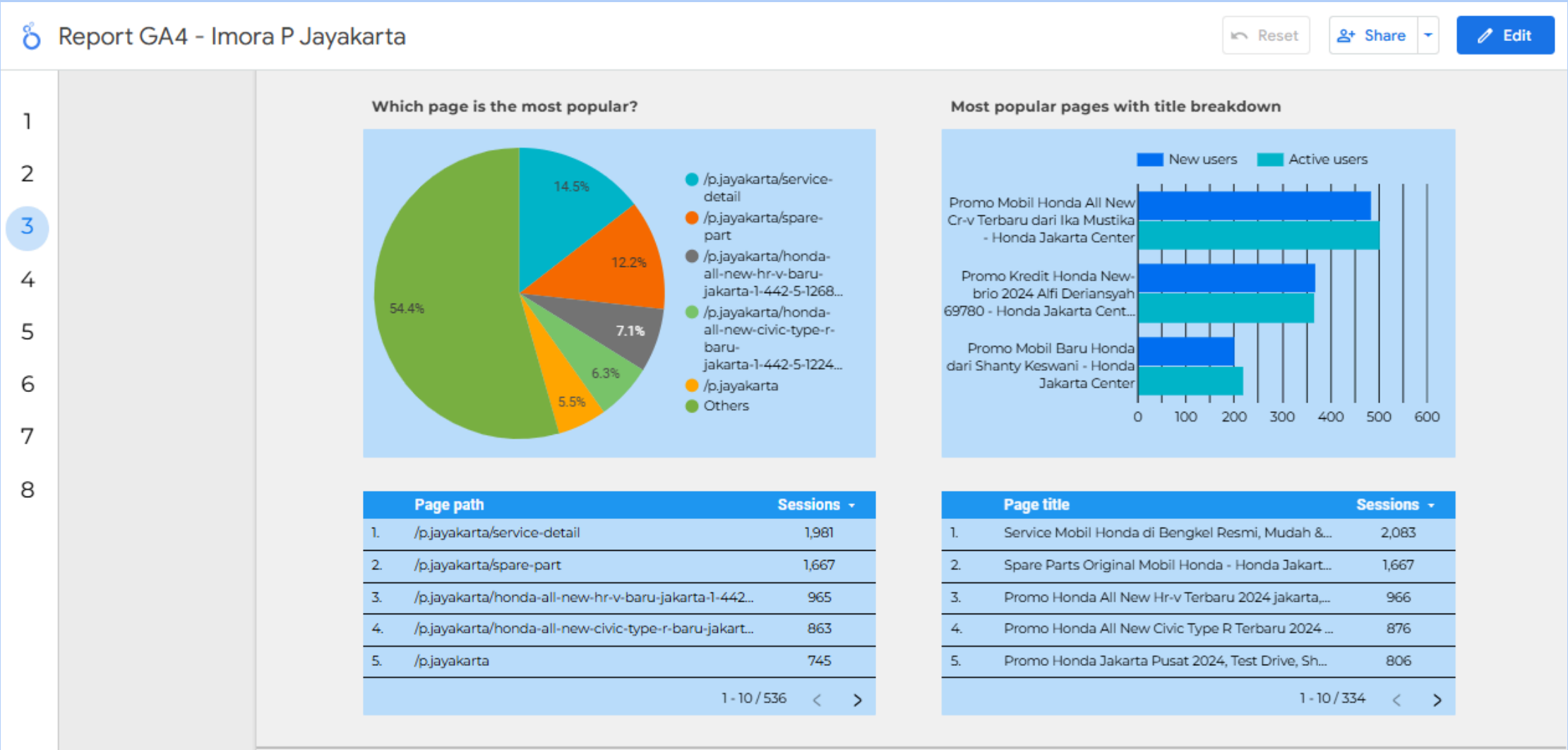
Displays data on how many users
click on buttons on the website



Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays the most visited pages and titles



Looker Studio Portfolio

Report GA4 - Imora P Jayakarta

Reset Share Edit

Bounce Rate - Honda Imora Pangeran Jayakarta

	Page path	Session medium	Session source	Sessions	Engagement rate	Bounce Rate
1.	/p.jayakarta/spare-part	organic	google	1,607	67.14%	32.86%
2.	/p.jayakarta/service-detail	organic	google	1,060	37.74%	62.26%
3.	/p.jayakarta/honda-all-new-civic-type-r-baru-jakarta-1-44...	organic	google	834	36.09%	63.91%
4.	/p.jayakarta/service-detail	(none)	(direct)	745	78.79%	21.21%
5.	/p.jayakarta/sales/ika-mustika/1-61-127336/promo-honda-a...	cpc	google	685	23.65%	76.35%

1 - 100 / 927

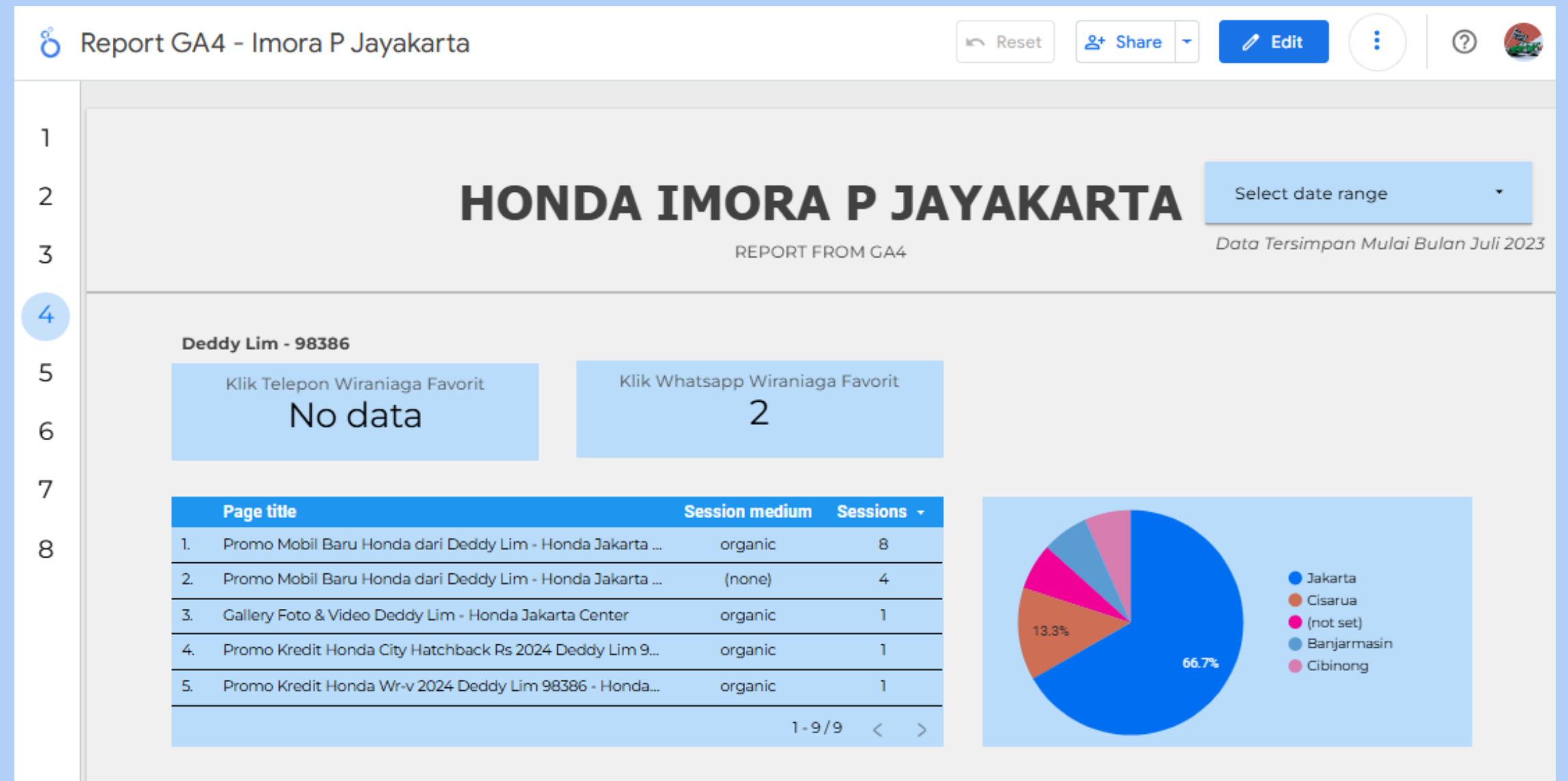
Honda Imora Pangeran Jayakarta

Displays the most visited pages and titles

Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Shows phone and whatsapp click details
on one of the salespeople



Looker Studio Portfolio

Honda Imora Pangeran Jayakarta

Displays E-Work click details regarding
audit needs

Report GA4 - Imora P Jayakarta

Reset Share Edit

Select date range

AUDIT CLICK E-WORK BUTTON

	Date	Session source	Device brand	Device	Klik Tracking E-Work	Total users	New users	Event count pe...
1.	23 Nov 2024	google	Apple	(not set)	7	1	0	7
2.	22 Nov 2024	(direct)	Apple	(not set)	6	4	0	1.5
3.	2 Dec 2024	(direct)	Apple	(not set)	5	4	0	1.25
4.	19 Nov 2024	(direct)	Apple	(not set)	5	3	0	1.67
5.	12 Nov 2024	(direct)	Apple	(not set)	5	2	0	2.5
6.	20 Nov 2024	(direct)	Samsung	Galaxy S24 Ultra	5	1	0	5
7.	26 Nov 2024	(direct)	OnePlus	6	5	1	0	5
8.	9 Nov 2024	(direct)	Apple	(not set)	4	3	0	1.33
9.	11 Nov 2024	(direct)	Apple	(not set)	4	3	0	1.33
10.	23 Nov 2024	(direct)	Apple	(not set)	4	2	0	2

1 - 100 / 124

Get In Touch



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<https://www.linkedin.com/in/rezherma>



Kedaung, Tangerang Selatan