

ARIF RINALDI

DIGITAL MARKETING, WEB & CONTENT SPECIALIST

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PROFESSIONAL SUMMARY

Digital Marketing, Web, and Content Specialist with experience managing social media, creating content plans, running digital ads, developing websites, and optimizing SEO.

Experienced in handling digital processes from scratch, from developing ideas and strategies, creating content, managing campaigns, checking performance results, to building and maintaining websites. Experienced in using Meta Ads, Google Ads, TikTok Ads, WordPress, HTML, CSS, PHP, cPanel, and various design and video editing tools.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING & WEB SPECIALIST

Mar 2025 - Mar 2026

smartrenov.id

- Built and managed the smartrenov.id website from scratch, including page structure, domain, hosting, website content, updates, and maintenance.
- Created content plans and posting schedules for branding and social media promotion needs.
- Built a content team and organized task distribution based on each member's strengths.
- Directed the content production process, from idea research, brief creation, design, video editing, until the content was ready to publish.
- Ensured all content stayed aligned with the brand identity and communication style.
- Regularly monitored content and website progress to identify areas that needed improvement or further development.
- Created and updated landing pages based on the company's promotional and marketing needs.

DIGITAL MARKETING STAFF

Dec 2023 - Feb 2025

PT Pejuang Senyum Abadi (AICE)

- Helped develop and execute digital marketing strategies with the Marketing Manager and team based on the company's promotional needs.
- Created content plans and content schedules with the Content Creator team for social media needs.
- Involved in content production, from finding ideas, preparing concepts, shooting, editing, to publication.
- Ran and monitored ads through Meta Ads, Google Ads, and TikTok Ads.
- Regularly checked organic content and ad performance to identify which content and campaigns delivered the best results.
- Created weekly reports on content development and ad performance to be presented to the Marketing Manager.
- Updated landing pages and website content based on active campaign needs.

DIGITAL MARKETING STAFF

Jan 2022 - Nov 2023

PT Trisna Masykura Estetik

- Managed the company's social media activities, from preparing content and scheduling posts, to replying to comments and monitoring audience responses.
- Created content plans and developed content ideas aligned with the target audience and brand character.
- Created various types of content such as short videos, photos, promotional designs, and social media materials.
- Handled content production from photo and video shooting, editing, color adjustment, audio adjustment, until the materials were ready to publish.
- Regularly checked content and digital campaign performance as evaluation material.
- Created social media and campaign progress reports to be discussed with the team and management.
- Updated website content and landing pages based on promotional needs.
- Helped with seminars and company events as part of the documentation and videography team.

ASSISTANT CHIEF OF STORE

Jun 2019 - Dec 2021

PT Sumber Alfaria Trijaya Tbk

- Assisted the Chief of Store in daily store operations, including customer service, stock management, administration, and other operational activities.
- Managed task distribution and team work schedules so every shift ran smoothly.
- Monitored product availability, stock ordering, product rotation, and products nearing expiration dates.
- Helped manage store administration, daily sales reports, cashier transactions, and operational records.
- Assisted in training new employees and provided guidance during store operations.
- Handled customer needs and complaints while ensuring service standards and company SOPs were consistently followed.

SKILLS

Digital Marketing: Social Media Marketing, Content Planning, Content Strategy, Copywriting, Campaign Management, Performance Reporting

Website & SEO: WordPress, HTML, CSS, PHP, Landing Page Development, On-Page SEO, cPanel, Domain & Hosting Management

Digital Advertising: Meta Ads, Google Ads, TikTok Ads, Campaign Monitoring, Performance Analysis

Content & Creative: Content Production, Video Editing, Videography, Adobe Premiere Pro, After Effects, Photoshop, CapCut, Canva

EDUCATION

SMA Martia Bhakti Bekasi - Social Sciences

2015 - 2018



Web Development & Digital Product Portfolio

Project case study for an OTP service website with country-based landing pages, service selection flow, checkout, user dashboard, knowledge center, admin article editor, and PHP/MySQL-based database structure.

ROLE

Web Developer
SEO & Content Support

STACK

PHP, MySQL, HTML, CSS
cPanel, phpMyAdmin

SCOPE

Responsive UI, user flow
dashboard, articles, database

Arif Rinaldi

Portfolio Website: <https://arif-rinaldi.pages.dev/> | Instagram/TikTok: @ondoy_sarondoy

Project Summary

Summary of work scope and key features built for VerifNumber.xyz.

What I Built

- Built the homepage with a hero section, search, service cards, country catalog, and clear CTA.
- Created the user flow from country selection, service selection, checkout/order, to the user dashboard.
- Built responsive pages so the layout stayed clean on desktop and mobile.
- Created a knowledge center / SEO articles with title, slug, thumbnail, and content structure.
- Managed PHP file structure, MySQL queries, and database tables for countries, services, numbers, orders, users, and articles.

Key Modules

Homepage & Landing Page

Country Catalog

Service Selection

Checkout Flow

User Dashboard

SEO Articles

Admin Article Editor

Database Structure

Tools & Skills Shown

PHP

MySQL

phpMyAdmin

cPanel

HTML/CSS

Responsive Design

Dynamic Routing

Database Query

SEO Content

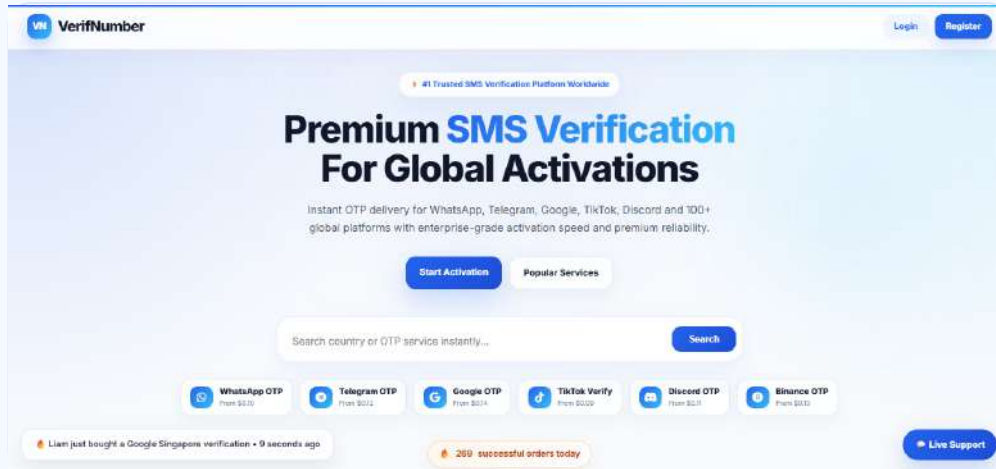
Admin Panel

Landing Page

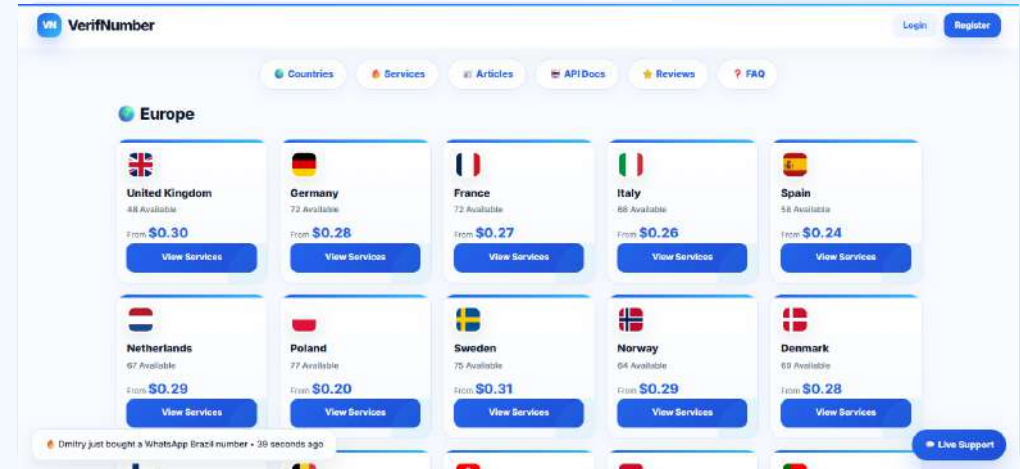
Dashboard UI

Landing Page & Country Catalog

Initial website view and country catalog on the desktop version.



Homepage hero: headline, CTA, search bar, and popular services



Country catalog: country cards, availability, price, and service buttons

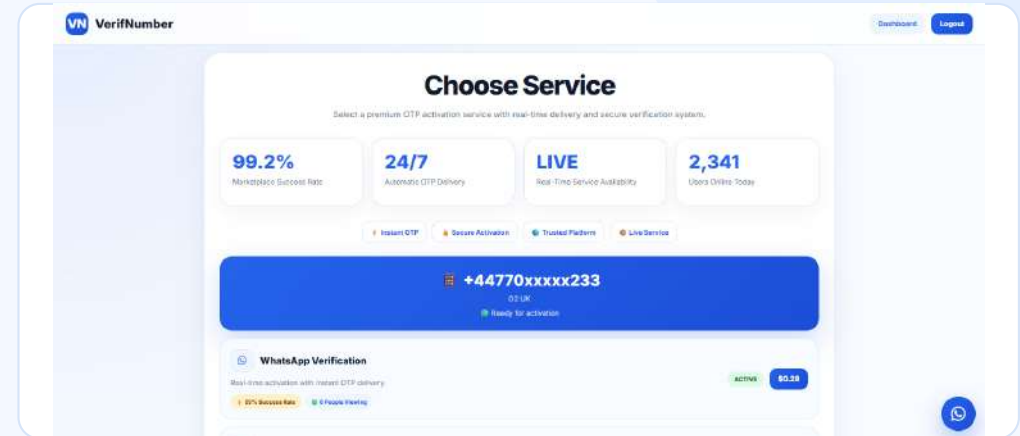
- The homepage was made to explain the value proposition quickly and direct users to the activation process.
- The country catalog helps users view availability and starting prices before choosing a service.
- The desktop layout uses consistent cards, whitespace, and brand colors. consistent.

End-to-End User Flow

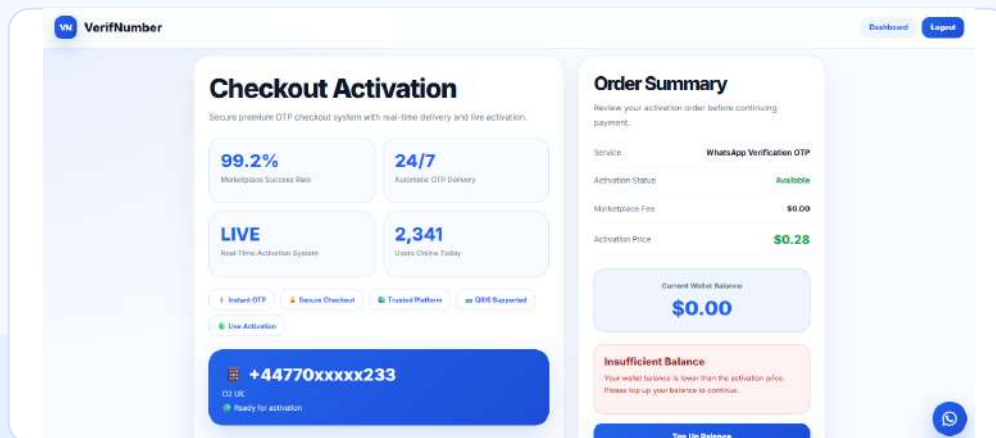
Main flow from the country page to the user dashboard.



Country Detail Page



Choose Service Page



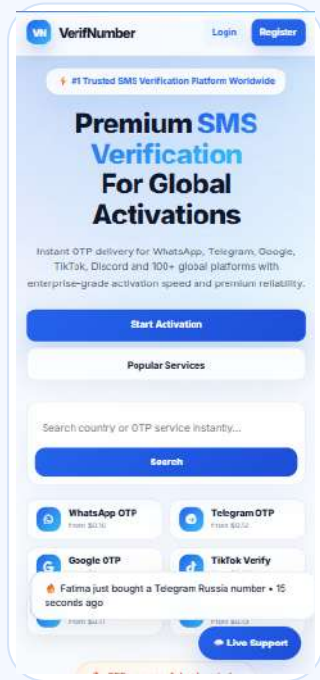
Checkout Activation



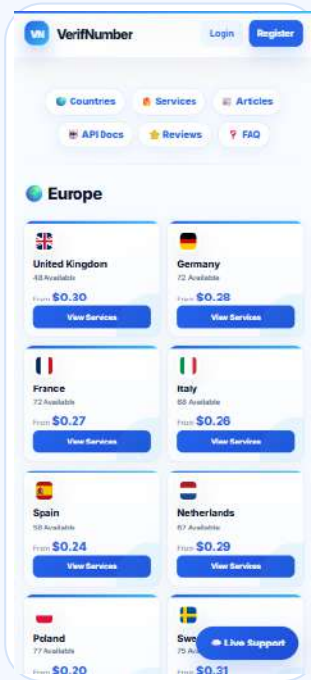
User Dashboard - redacted

Responsive Mobile Flow

Mobile views for homepage, catalog, country detail, service, checkout, and dashboard.



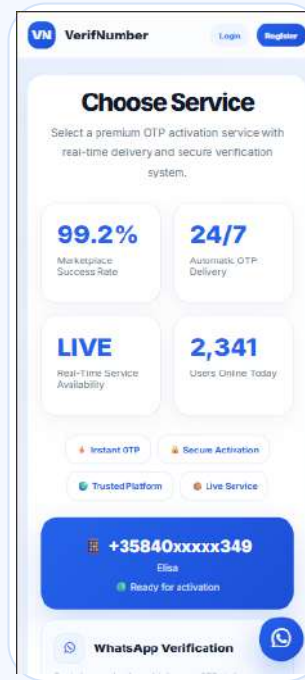
Homepage



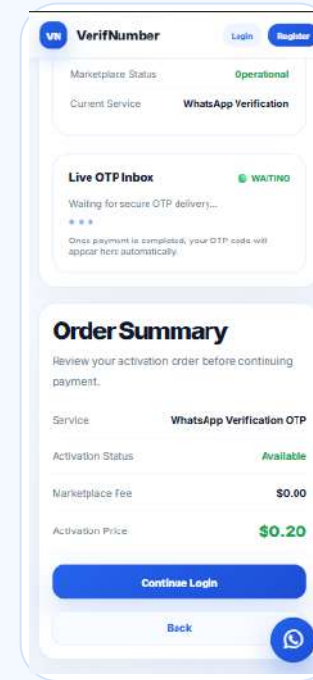
Catalog



Country



Service



Order Summary



Dashboard

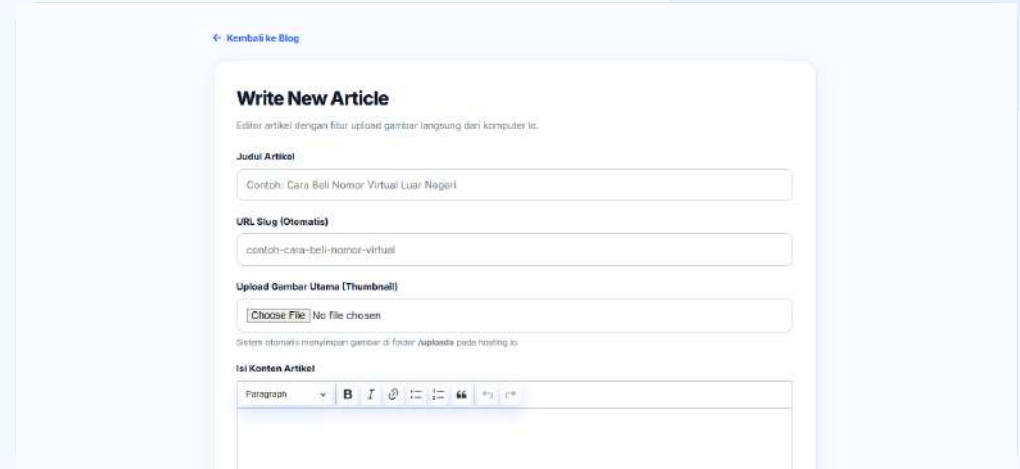
- The mobile view keeps the same flow as the desktop version, so users can complete the process from a phone.
- Each page uses consistent card structures and CTAs so it is easy to understand on small screens.

Knowledge Center & Article Editor

The article page was created to support SEO and user education needs.



Article page: title, breadcrumb, metadata, image, and sidebar



Admin article editor: title, auto slug, image upload, and content editor

- Created article structure with title, slug, thumbnail, content, and created_at.
- Provided an admin form to create new articles and upload images to the uploads folder.
- Supported SEO needs with article / knowledge center pages that can be updated regularly.

Project File Structure

Proof of project structure in hosting/cPanel. Hosting account data and sensitive paths are not shown.

 articles.php	10.96 KB	Jun 15, 2026, 11:11 PM	text/x-generic
 assign_number.php	13.47 KB	Jun 16, 2026, 1:30 PM	text/x-generic
 check.php	558 bytes	May 18, 2026, 4:54 PM	text/x-generic
 config.php	869 bytes	Apr 29, 2026, 9:16 AM	text/x-generic
 contact.php	2.67 KB	May 11, 2026, 11:45 AM	text/x-generic
 country.php	8.86 KB	May 23, 2026, 1:23 PM	text/x-generic
 dashboard.php	27.73 KB	May 23, 2026, 4:44 PM	text/x-generic
 deposit.php	25.35 KB	Jun 15, 2026, 8:45 AM	text/x-generic
 depositbackup.php	24.98 KB	May 23, 2026, 4:40 PM	text/x-generic
 error_log	260.03 KB	Yesterday, 10:28 PM	text/x-generic
 faq.php	2.17 KB	May 11, 2026, 11:34 AM	text/x-generic
 favicon.ico	4.19 KB	May 7, 2026, 2:17 PM	image/x-generic
 gate.php	178 bytes	Apr 29, 2026, 9:44 AM	text/x-generic

Main Files Shown

- articles.php / article.php
- assign_number.php
- country.php / service.php
- dashboard.php
- deposit.php / pay.php
- login.php / register.php
- sitemap.php / robots.txt

Note: config/credential files are not opened or displayed.

Selected PHP Logic

Safe code snippets showing dynamic pages, data relations, and checkout validation.

country.php

```

1 <?php
2 session_start();
3 include "config.php";
4
5 /* ----- COUNTRY CHECK ----- */
6 if(!isset($_GET['name']) || empty($_GET['name'])){
7     header("Location: /");
8     exit;
9 }
10
11 $name = $_GET['name'];
12 $name = str_replace('-', ' ', $name);
13 $name = ucwords($name);
14
15 $name = mysqli_real_escape_string($conn,$name);
16
17 /* ----- GET COUNTRY ----- */
18 $country = mysqli_fetch_assoc(mysqli_query($conn,"
19 SELECT * FROM countries
20 WHERE name='$name'
21 LIMIT 1
22 "));
23
24 if(!$country){
25     header("Location: /");
26     exit;
27 }
28
29 $country_id = $country['id'];
30
31 $numbers = mysqli_query($conn,"
32 SELECT * FROM numbers

```

Dynamic country page: validation parameter, sanitized input, fetch country and numbers data.

assign_number.php

```

1 <?php
2 session_start();
3 include "config.php";
4
5 if(!isset($_GET['country']) || !isset($_GET['service'])){
6     header("Location: /");
7     exit;
8 }
9
10 $req_country = mysqli_real_escape_string($conn, str_replace('-', ' ',
11 $_GET['country']));
12 $req_service = mysqli_real_escape_string($conn, str_replace('-', ' ',
13 $_GET['service']));
14
15 mysqli_set_charset($conn,"utf8mb4");
16
17 $data = mysqli_fetch_assoc(mysqli_query($conn,"
18 SELECT
19 ns.*,
20 n.*,
21 c.name as country_name,
22 s.name as service_name,
23 s.id as service_id
24 FROM number_services ns
25 JOIN numbers n ON ns.number_id=n.id
26 JOIN services s ON ns.service_id=s.id
27 JOIN countries c ON n.country_id=c.id
28 WHERE LOWER(c.name) = LOWER('$req_country')
29 AND LOWER(s.name) = LOWER('$req_service')
30 AND n.status = 'available'
31 LIMIT 1
32 "));

```

Service assignment: JOIN number_services, numbers, services, and countries.

checkout.php

```

1 <?php
2 session_start();
3 include "config.php";
4
5
6 if(!isset($_SESSION['user'])){
7     header("Location: /login");
8     exit;
9 }
10
11
12 if(!isset($_GET['n_id']) || !isset($_GET['s_id'])){
13     header("Location: /dashboard");
14     exit;
15 }
16
17 $user_id = $_SESSION['user'];
18 $number_id = mysqli_real_escape_string($conn, $_GET['n_id']);
19 $service_id = mysqli_real_escape_string($conn, $_GET['s_id']);
20
21
22 $user = mysqli_fetch_assoc(mysqli_query($conn, "SELECT balance FROM users WHERE
23 id='$user_id'"));
24 $service = mysqli_fetch_assoc(mysqli_query($conn, "SELECT name, price FROM
25 services WHERE id='$service_id'"));
26 $price = (float)$service['price'];
27 $service_name = $service['name'];
28
29 if($user['balance'] < $price){
30     header("Location: /deposit");
31     exit;
32 }

```

Checkout validation: check user session, balance, service price, and redirect deposit.

Database Structure

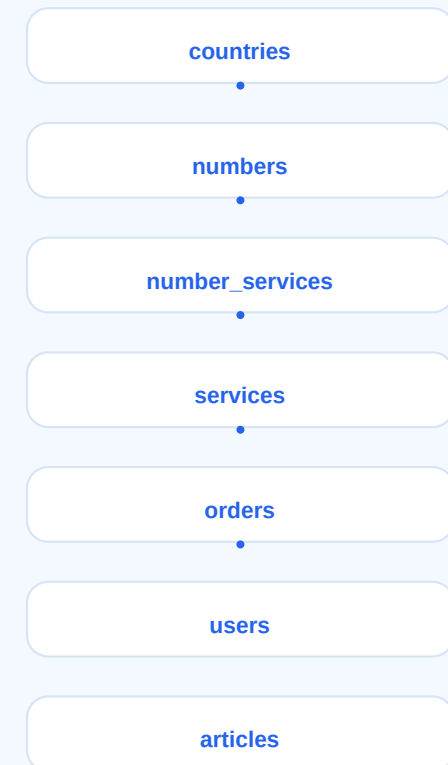
The database uses several tables for users, countries, services, orders, deposits, articles, and activity logs.

Table	Actions	Rows	Type	Collation	Size	Overview
☐ activity_logs	★ Browse Structure Search Insert Empty Drop	457	InnoDB	latin1_swedish_ci	16.0 KiB	-
☐ articles	★ Browse Structure Search Insert Empty Drop	4	InnoDB	utf8mb4_general_ci	48.0 KiB	-
☐ countries	★ Browse Structure Search Insert Empty Drop	55	InnoDB	latin1_swedish_ci	16.0 KiB	-
☐ deposits	★ Browse Structure Search Insert Empty Drop	67	InnoDB	latin1_swedish_ci	16.0 KiB	-
☐ numbers	★ Browse Structure Search Insert Empty Drop	3,527	InnoDB	latin1_swedish_ci	368.0 KiB	-
☐ number_services	★ Browse Structure Search Insert Empty Drop	~59,183	InnoDB	latin1_swedish_ci	6.5 MiB	-
☐ orders	★ Browse Structure Search Insert Empty Drop	475	InnoDB	latin1_swedish_ci	48.0 KiB	-
☐ reviews	★ Browse Structure Search Insert Empty Drop	4	InnoDB	latin1_swedish_ci	16.0 KiB	-
☐ services	★ Browse Structure Search Insert Empty Drop	17	InnoDB	utf8mb4_general_ci	16.0 KiB	-
☐ users	★ Browse Structure Search Insert Empty Drop	118	InnoDB	latin1_swedish_ci	16.0 KiB	-
☐ withdrawals	★ Browse Structure Search Insert Empty Drop	0	InnoDB	latin1_swedish_ci	16.0 KiB	-
11 tables	Sum	~63,907	InnoDB	latin1_swedish_ci	7.0 MiB	0 B

Note: the database screenshot only shows the table overview. User data, numbers, OTPs, and transactions are not displayed in the portfolio.

- The countries, numbers, services, and number_services tables are used to build country pages and service options dynamically.
- The orders, users, deposits, withdrawals, and activity_logs tables support dashboards, transactions, and activity history.
- The articles table supports the knowledge center and SEO article pages.

Simplified Relation Map



What This Project Shows

Summary of skills demonstrated through the VerifNumber.xyz project.

Web Development

- Built dynamic PHP-based pages
- Connected the UI with MySQL queries
- Created dashboard and checkout flow
- Managed the project in cPanel

UI & Responsive Design

- Homepage, catalog, country page
- Mobile-first user flow
- Consistent cards, CTA, and layout
- Complete desktop and mobile screenshots

SEO & Content System

- Knowledge center / article page
- Admin article editor
- Slug and image upload
- Content structure for organic search

Next portfolio section

After VerifNumber.xyz, the portfolio continues with smartrenov.id to show experience building a website from scratch, content planning, branding, and team coordination.

Arif Rinaldi

Digital Marketing, Web & Content Specialist



smartrenov.id

Website, Content Planning, and Paid Ads

I used this project to show how I built the website interface, organized the content direction, and structured ad patterns for home renovation services.

ROLE

Digital Marketing & Web Specialist

PERIOD

Mar 2025 - Mar 2026

FOCUS

Website, content plan, Google Ads, Meta Ads

Website Showcase

This page shows the main website structure: core message, credibility, services, and consultation CTA.



Hero / value proposition



Mission / trust stats

My Notes

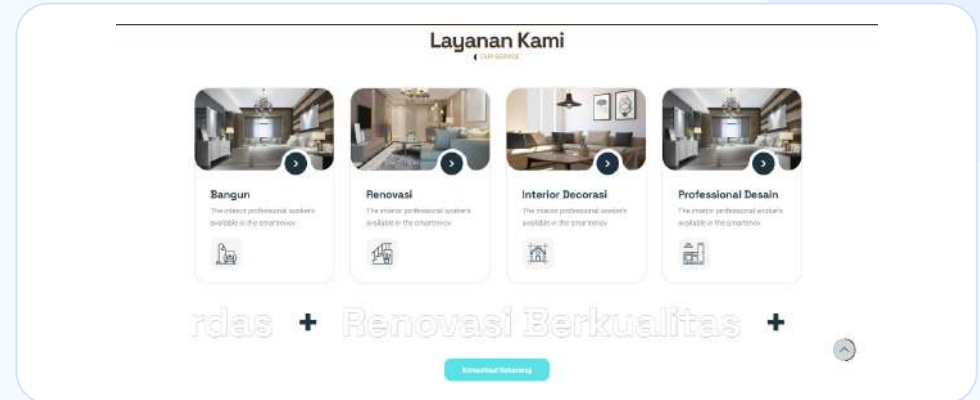
- A renovation website must immediately answer: what the service is, what area it covers, and how to start a consultation.
- I structured the page so potential clients could quickly understand the services, see credibility, then be directed to consultation.

Services and Mobile View

I separated the services and mobile sections so the layout is easier to read and not crowded.



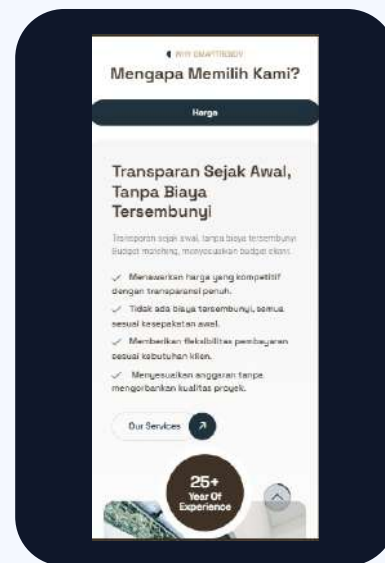
Trust builder / reasons to choose



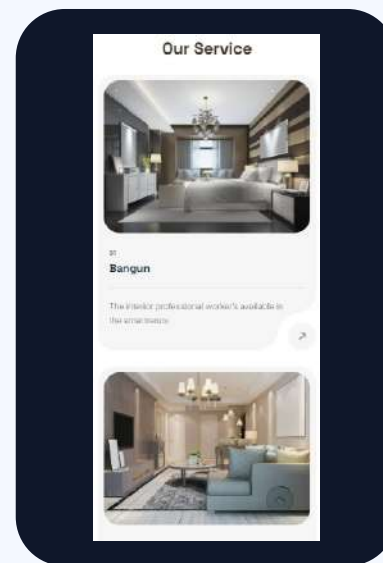
Service cards / main services



Homepage



Why SmartRenov



Services

Mobile Focus

The mobile view was made so potential clients can still read the services, see the reasons to choose, and click the CTA without needing to zoom the page.

Content Planning System

This section shows how I create content so it is not random: with pillars, formats, and funnel direction.

Content Pillar	Content Direction	Format
Renovation Education	Cost tips, renovation mistakes, and checklist before starting.	Carousel, Reels, TikTok
Project Showcase	Before-after, field progress, final results, handover.	Reels, TikTok, feed
Trust Building	Work process, QC, cost transparency, project supervisor.	Reels, story, carousel
Service Promotion	Home construction, renovation, interior, professional design.	Carousel, landing page
Lead Generation	Problem-solution content and WhatsApp consultation CTA.	Reels, story, ads

Content funnel

Awareness -> Education -> Trust -> Consultation -> Follow-up. The flow is built so content is not only engaging, but still leads to potential prospects.

Website Build, Maintenance, and Landing Page Update

This section was added to clarify SmartRenov work directly related to the website and promotional needs.

Built the company profile website

Built the SmartRenov website structure from scratch: homepage, services, portfolio, blog, contact, and consultation CTA. The focus was to help potential clients understand the offered services immediately.

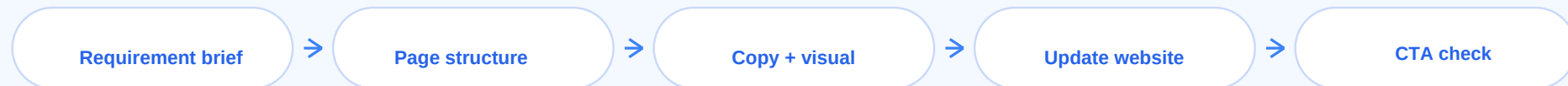
Promotional landing page updates

Adjusted copy, sections, and CTAs when there were campaign needs. The direction stayed simple: potential clients see the service, trust the process, then click consultation.

Website content maintenance

Updated content, banners, sections, services, and article/blog pages so the website stayed active and aligned with marketing needs.

Website workflow



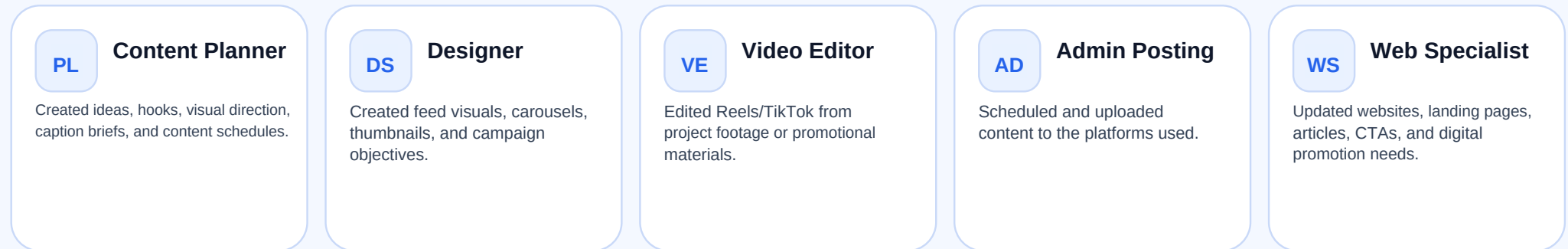
Note

At SmartRenov, I positioned the website as the main place to explain services, build trust, and direct potential clients to WhatsApp consultation.

Content Team Workflow and Task Management

Besides the website, my work also included creating a content workflow so ideas, briefs, design, editing, review, and uploads were more organized.

Content production workflow



Team task distribution

I helped direct the work so content did not run separately without coordination. Each piece of content had a goal: education, trust building, service promotion, project portfolio, or WhatsApp lead generation.

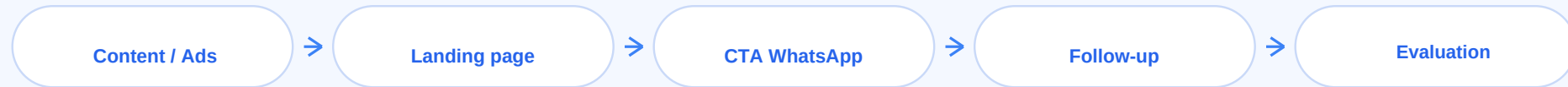
What I checked before content went live

Message clarity, visual quality, alignment with the SmartRenov brand, CTA, and whether the content still connected with potential client needs.

Monitoring, Landing Page, and Lead Direction

My work did not stop at uploading content. The website, content, and campaigns needed to be directed into a clear lead path.

Simple funnel I used



What was monitored

Website accessibility, visible consultation CTA, clear service pages, and visitors being directed to WhatsApp without a confusing flow.

Optimization direction

Content and landing pages were adjusted based on potential client questions: cost, work process, service area, portfolio, and reasons to choose SmartRenov.

Work output

A clearer digital flow: people see content, enter the website/landing page, then are directed to consultation with a clearer message.

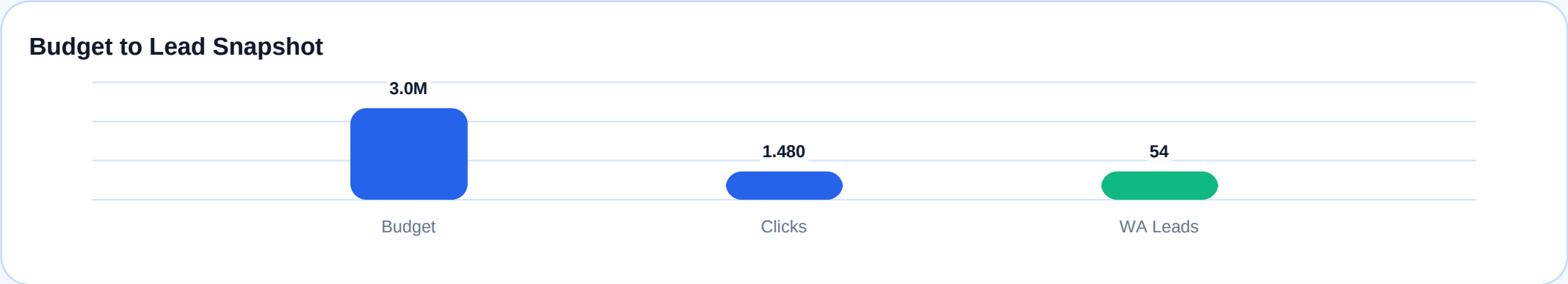
Why this matters

For renovation services, potential clients usually do not decide in one click. That is why the website, content, and CTA must connect so potential clients trust the brand more before consultation.

SmartRenov Google Ads Structure

I directed Google Ads toward high-intent keywords because people searching for renovation services usually already have a clear need.

BUDGET Rp3.000.000 Monthly budget	CLICKS 1.480 Search clicks	CTR 4,70% Ad relevance	AVG CPC Rp1.926 Cost per click	WA LEADS 54 Consultation leads	CPL Rp52.778 Cost per lead
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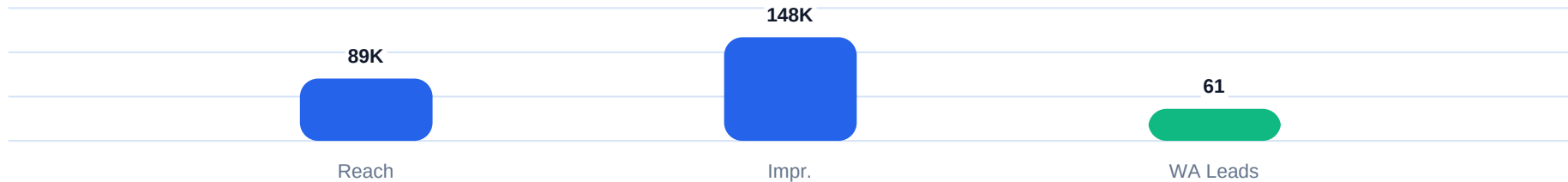
Insight Search Ads are suitable for renovation services because users come from keywords with clear intent, such as home renovation services, home contractors, or interior design.	Takeaway A 4.70% CTR shows the ads are relevant enough. With a focus on high-intent keywords, a CPL around Rp52 thousand is still reasonable for consultation leads.	Optimization Action Separate campaigns by service, add negative keywords, test free consultation headlines, and direct clicks to more specific landing pages.
---	--	---

SmartRenov Meta Ads Structure

I directed Meta Ads toward visuals: before-after, renovation progress, and common problems experienced by homeowners.

BUDGET Rp2.500.000 Monthly budget	REACH 89.000 Audience reached	IMPRESSIONS 148.000 Ad exposure	CTR 1,53% Creative interest	WA LEADS 61 Consultation leads	CPL Rp38.525 Cost per lead
--	--	--	--	---	---

Reach to Lead Snapshot



Insight

Meta is stronger for building curiosity through progress visuals, before-after, and renovation cost education.

Takeaway

The most suitable audience is people interested in property, interior, and young families in the Jabodetabek area.

Optimization Action

Test 3-5 video hooks, separate cold audiences and retargeting, then use clear CTAs such as Check Estimate or Free Consultation.

1-Month Content Calendar Example

Recreated to show the work system: each content piece has a platform, pillar, format, hook, CTA, and production status. Content after Mar 2026 is not used as a reference.

Week	Platform	Pillar	Format	Hook / Angle	CTA	Status
W1	IG Reels / TikTok	Renovation Education	Short video	Small mistakes that make renovation budgets go over budget	Estimate consultation	Brief
W1	Instagram Feed	Trust Builder	Carousel	Why you should check the house structure before renovation	Ask about renovation needs	Design
W2	IG Reels	Project Progress	Video progress	Before-after kitchen area so the house feels more spacious	Chat WhatsApp	Editing
W2	Story	Lead Generation	Poll + Q&A	Want to renovate your house but confused about where to start?	Submit a question	Publish
W3	Instagram Feed	Service Promo	Single post	Construction, renovation, interior, and design services in one flow	Free consultation	Brief
W3	TikTok	Problem Solving	Short video	An old house can feel new if the layout is improved	Check estimate	Editing
W4	Instagram Feed	Brand Trust	Carousel	How SmartRenov helps clients from survey to project execution	Contact admin	Review
W4	Reels / Story	Retargeting	Video + CTA	Still saving renovation ideas? It is time to calculate the cost	WhatsApp consultation	Ready

Content Production Flow

The workflow was created so content production is more organized from idea to evaluation, especially when multiple people are involved in the team.

Idea & Research

Find topics from services, potential client questions, renovation problems, and campaign objectives.



Brief

Define platform, pillar, angle, hook, visual, caption, CTA, and deadline.



Production

Design, video editing, copywriting, and format adjustment for each platform.



Review

Check brand message, visual quality, typos, CTA, and alignment with campaign objectives.



Publish & Evaluate

Upload content, review responses, save insights, then use them as material for the next content.

What was organized better

- content pillars
- posting schedule
- task distribution
- production status
- evaluation notes

Why This Matters

- content is not random
- team can work more easily
- CTA is clearer
- incoming leads are easier to track
- brand looks consistent

Target output

- educational content
- project showcase
- service promotion
- interactive story
- WhatsApp leads

Content Brief Example

The brief was created so the team had clear direction before design or video production.

Brief 1 - Renovation Before-After Reels

OBJECTIVE

Increase awareness and encourage potential clients to start an initial consultation through WhatsApp.

AUDIENCE

Homeowners in the Jabodetabek area who want to renovate but do not yet know the cost estimate and work process.

HOOK

An old house can feel new when the layout, lighting, and materials are planned from the leads.

VISUAL DIRECTION

Show before-after, short progress clips, close-up room details, and a clean final result.

CAPTION

Discuss common renovation problems, then direct people to consultation so potential clients can start from the most important needs.

CTA

Consult now / Check renovation estimate / Chat WhatsApp SmartRenov.

Brief 2 - Cost Education Carousel

OBJECTIVE

Help the audience understand the factors that affect renovation costs before asking for prices.

PILLAR

Renovation Education / Trust Builder / Lead Generation.

SLIDE FLOW

Problem - cost increase causes - how to avoid them - consultation solution - CTA.

DESIGN NOTES

Use room visuals, simple icons, short headlines, and easy-to-understand text.

CAPTION

Use natural language, not too hard-selling, but still directed toward consultation.

STATUS

Brief -> Design -> Review -> Publish -> Evaluation.

What This Project Shows - SmartRenov

This section summarizes the main value of the SmartRenov project.

This project shows that I can:

- Build the SmartRenov company profile website from scratch so services, portfolio, blog, and consultation CTA are clearly structured.
- Create a website page structure that is easier for potential clients to understand.
- Create a content planning system for Instagram and TikTok so content is not random and still leads to prospects.
- Organize the content team workflow from ideas, briefs, design/editing, review, to publishing.
- Set the direction for Google Ads and Meta Ads for renovation consultations and WhatsApp leads.

In short

At SmartRenov, I did not only create the digital appearance. I helped build the marketing flow: the website as the information center, content as a trust builder, and ads as the channel to bring potential clients into consultation.

AH

AICE Hawker

Content Production, Google Ads, and Meta Ads

This project shows a more complete digital marketing workflow: content planning, publishing, ad monitoring, ad reporting, and hands-on content production in the field.

ROLE

Digital Marketing Staff

PERIOD

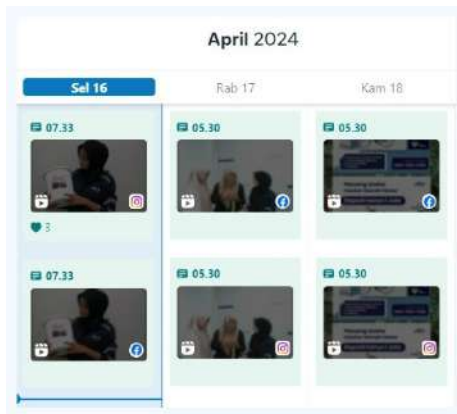
Dec 2023 - Feb 2025

FOCUS

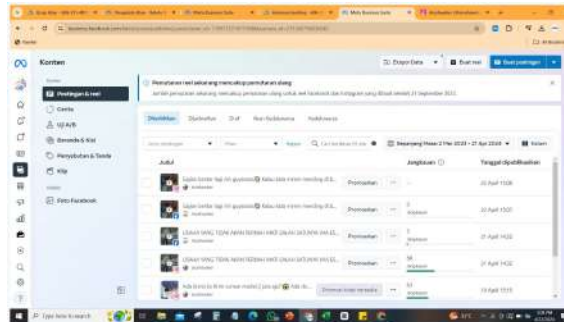
**Social media, Google Ads,
Meta Ads, reporting**

Content Workflow and Publishing

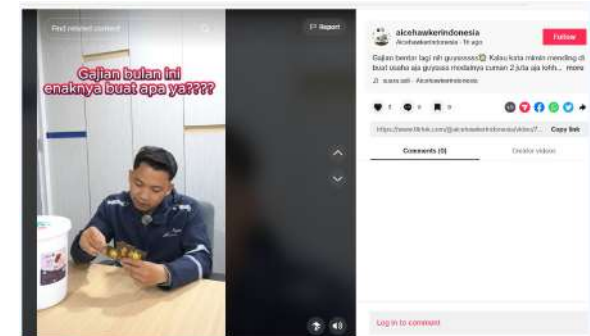
Work proof from AICE Hawker: content schedule, cross-platform publishing, TikTok uploads, and distribution to Meta/Facebook.



Content schedule



Meta Business Suite



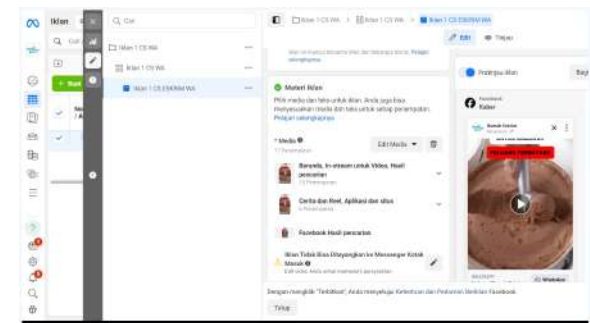
TikTok upload



Facebook group distribution



Instagram post sample



Meta Ads editor

Google Ads Results Dashboard

This dashboard organizes April 2024 report data so campaign performance is easier to read.

BUDGET

Rp5.000.000

Total budget

SPENT

Rp1.771.431

35,4% used

REMAINING

Rp3.228.569

Remaining budget

CONV

72

Total conversion

CHAT

45

Lead WhatsApp

CPC

Rp554

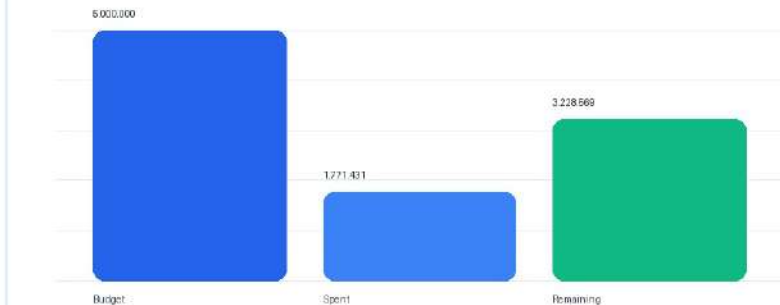
Avg CPC

CTR

0,29%

Click-through rate

Budget Allocation: Google Ads



Highlight: spend was only Rp1.77 million out of a Rp5 million budget, but already generated 72 conversions and 45 WhatsApp leads. An avg CPC of Rp554 is still efficient for a business opportunity search campaign.

Google Ads Insight, Takeaway, and Action

This section shows how I read Google Ads results, not just look at numbers in a spreadsheet.

Insight

The campaign had high exposure: 1,098,022 impressions. With a CPC of Rp554, incoming traffic was still relatively efficient for business opportunity keywords.

Takeaway

The strongest numbers were click cost efficiency and conversion volume. CTR could still be improved with more specific ad copy and keywords.

Optimization Action

Separate keywords for business capital, ice cream agents, and AICE business. Create ad copy by intent, add negative keywords, then direct clicks to the business package page.

Next optimization steps

- Increase CTR with more direct headlines: Starting Capital from 2 Million, Complete Package, or Join AICE Hawker.
- Separate brand, non-brand, and business opportunity keyword campaigns so the budget is not mixed.
- Monitor daily chats and conversions so the budget can be shifted to the best-performing ad groups.

Meta Ads Results Dashboard

I organized Meta Ads data into a dashboard so budget, exposure, and conversion results are easier to understand.

BUDGET

Rp1.800.000

Meta Ads budget

SPENT

Rp940.682

52,3% used

REMAINING

Rp890.434

Sisa saldo

CONV

50

Tracked conv

IMPRESSIONS

379.958

Audience exposure

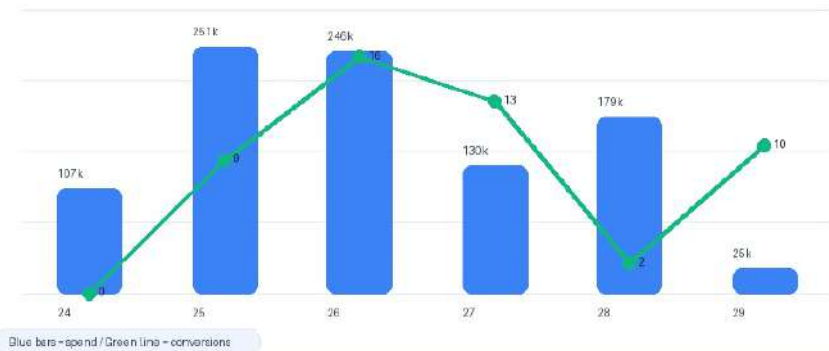
COST/CONV

Rp18.814

Spend per conv



Daily Spend vs Conversion - Meta Ads



Highlight: with Rp940,682 spend, Meta Ads generated 50 tracked conversions and 379,958 impressions. Cost per conversion of Rp18,814 is still reasonable for a business opportunity campaign.

Meta Ads Insight, Takeaway, and Action

This section focuses on reading Meta Ads: creative, audience, cost per conversion, and lead follow-up.

Insight

Meta Ads generated 50 tracked conversions with exposure of 379,958 impressions. This was strong for both awareness and early leads.

Takeaway

Cost per conversion around Rp18 thousand was still acceptable for a business opportunity campaign, as long as incoming leads were followed up quickly.

Optimization Action

Test video hooks, separate cold audiences and retargeting, use testimonial creatives, and create a CTA that is more specific for joining the business.

Next optimization steps

- Test 3-5 creatives: business capital, revenue potential, complete package, testimonials, and the hawker selling process.
- Separate cold, warm, and retargeting audiences so cost per conversion can be reduced more easily.
- Improve the WhatsApp CTA so people who click immediately understand the next step.

Hands-on Content Production

Besides planning and ads, I was also involved in production: editing, taking footage, and field documentation.



Content editing



Field video shooting



Production documentation

- Proof that my work was not only uploading content, but also preparing visual materials.
- The produced content could be used for both organic and advertising needs.

Content Planner and Content Schedule

This addition shows that AICE Hawker work was not only uploading, but also planning content direction, format, CTA, and production status.

Week	Platform	Pillar	Format	Hook / Angle	CTA	Status
W1	Instagram Reels	Business Opportunity	Short video	Start an ice cream business with a well-known brand	Register / chat admin	Brief
W1	Facebook Group	Lead Gen	Post + caption	Need extra income? Try the AICE hawker opportunity	Ask hawker requirements	Publish
W2	TikTok	Capital Education	Short video	What to prepare before becoming a hawker	Opportunity consultation	Editing
W2	Instagram Feed	Trust Builder	Carousel	Registration flow, initial capital, and support provided	Contact the AICE team	Design
W3	Reels / TikTok	Testimonial	Video	A hawker story starting from the neighborhood	Chat WhatsApp	Review
W3	Story	Engagement	Q&A / Poll	Want to sell ice cream but confused about where to start?	Reply to story	Ready
W4	Instagram Feed	Promo / Reminder	Single post	Limited area slots for new hawker candidates	Register now	Publish

AICE Hawker Content Brief Example

The brief was created so business opportunity content has a clear message: who the target is, what the problem is, and which CTA should be clicked.

Brief 1 - Hawker Business Opportunity Reels

OBJECTIVE

Encourage audiences looking for small business opportunities to chat or register as AICE hawker candidates.

AUDIENCE

People who want a side business, resellers, small traders, or area owners with daily traffic.

HOOK

Want to start an ice cream business but confused about where to begin?

VISUAL DIRECTION

Use product footage, freezer shots, selling activity examples, and short benefit text on screen.

CAPTION

Explain the business opportunity briefly, then direct people to WhatsApp to ask requirements and area.

CTA

Chat admin / Ask hawker requirements / Register now.

Brief 2 - Capital & Flow Education Carousel

OBJECTIVE

Reduce repeated questions with content that explains capital overview, registration flow, and support.

PILLAR

Business Opportunity Education / Trust Builder / Lead Generation.

SLIDE FLOW

Problem - opportunity - registration flow - benefit - WhatsApp CTA.

PLACEMENT

Instagram Feed, Facebook Group, and Meta Ads retargeting material.

REVIEW POINT

Make sure the information is easy to read, the CTA is clear, and nothing is promised beyond the official brief.

STATUS

Brief -> Design/Video -> Review -> Publish -> Report.

What This Project Shows - AICE Hawker

This section summarizes the main value of the AICE Hawker project.

This project shows that I can:

- Helped with content planning and cross-platform content publishing.
- Managed the content upload flow through TikTok, Instagram, Facebook groups, and Meta Business Suite.
- Monitored Google Ads from campaign, ad group, ad copy, to performance reports.
- Read ad metrics such as budget, spent, conversion, chat, CPC, CTR, impressions, and cost per conversion.
- Was hands-on in editing and footage shooting for promotional needs.

In short

I positioned AICE Hawker as proof of complete digital marketing work: content, ads, reports, and production. So it was not only running posts, but also reading results and deciding optimization steps.



PT Trisna Masykura Estetik

Digital Marketing Staff | Jan 2022 - Nov 2023

This portfolio summarizes digital marketing work for two brands I handled: TM Estetik and Trisna Lesmana Management / SertifikasiTrainer. The focus includes content planning, post schedules, content briefs, Google Ads, Meta Ads, reports, and content production.

BRAND 1

TM Estetik - clinic, treatment, appointment

BRAND 2

Trisna Lesmana Management / SertifikasiTrainer - training & registration

SCOPE

Content Planner, Ads Report, Caption, Creative Publishing

Two Brands Handled

Each brand has a different audience, tone, funnel, and CTA. That is why content planning and ad direction must be separated.

TM Estetik

- Audience: potential patients, treatment customers, and people who need aesthetic consultation.
- Content: treatment, products, promos, inspiration, treatment education, and appointments.
- Funnel: treatment awareness -> benefit education -> trust -> Book Appointment / consultation.
- CTA: Book Appointment, Get Treatment, Claim Promo, Contact Clinic.

Trisna Lesmana Management / Sertifikasi Trainer

- Audience: aspiring trainers, professionals, entrepreneurs, and participants who need BNSP certification.
- Content: training, program benefits, problem-solution, alumni, testimonials, schedule, and registration.
- Funnel: trainer problem -> program solution -> trust/alumni -> register via WhatsApp.
- CTA: Register Now, Ask About Program, Class Consultation.

TM Estetik - Content Direction

TM Estetik was directed toward treatment, product, promo, inspiration, and appointment content. The focus was helping potential patients understand services and feel ready to consult.

Website angle

- Best treatment
- Doctors & expert beauticians
- Attractive promos
- Article inspiration
- Book Appointment / Contact Clinic

Content pillar

- Treatment education
- Promo & campaign
- Treatment highlight
- Before-after / result angle
- FAQ & consultation

CTA

- Get Treatment
- Book Appointment
- Claim Promo
- Contact Clinic
- Consult first

TM Estetik Content Planner & Post Schedule

This sample schedule was created to show how I planned treatment content: each post has a platform, pillar, format, hook, CTA, and production status.

Week	Platform	Pillar	Format	Hook / Angle	CTA	Status
W1	Instagram Feed	Treatment Education	Carousel	Why dull skin cannot be solved by skincare alone	Book Appointment	Brief
W1	Reels / TikTok	Treatment Highlight	Short video	Favorite treatments to make the face look fresher	Consult first	Editing
W2	Story	Engagement	Q&A	What skin problem do you experience most often?	Reply to story	Publish
W2	Instagram Feed	Promo	Single post	This month's treatment promo for facial care	Claim Promo	Design
W3	Reels	Trust Builder	Video	Handled by doctors and expert beauticians	Contact Clinic	Review
W3	Feed	Products	Carousel	Supporting products to keep treatment results maintained	See products	Ready
W4	Story / Feed	Lead Gen	FAQ	Still confused about choosing a treatment? Consult first	Book Appointment	Publish

TM Estetik - Brief, Caption, and Funnel

This section shows how clinic content was created from brief to CTA, not just uploading materials.

PLACEMENT	AUDIENCE	CALL TO ACTION	HEADLINE, SUB, DES	CAPTION
3 Story & Reels, TikTok, Youtube dan Story Whatsapp	Konsumen dalam bentuk video dan dengan desain yang menginspirasi	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!

Treatment brief / content direction

HEADLINE, SUB, DES	CAPTION
Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!

Copywriting & caption angle

PLATFORM	CONTENT	CALL TO ACTION	HEADLINE, SUB, DES
3 Story & Reels, TikTok, Youtube dan Story Whatsapp	Konten dalam bentuk cerita, film design hanya mengompolasi	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!	Headline Membuat Skin Care yang lebih baik dari sebelumnya Sub Headline Membuat Skin Care yang lebih baik dari sebelumnya Deskripsi Ada beberapa dampak yang kalau kita skip mencuci muka sebelum tidur. Bahkan saat kita banyak berada di rumah pun, wajah kita rentan terkena kotoran dan mengalami penumpukan karies dan sel kulit mati. Kalau kita nggak rajin mencuci wajah di malam hari, wajah akan mengalami breakout karena kotoran yang menumpuk pada kulit dan menyumbat pori-pori. Nah, siapa nih yang masih bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Atau kamu bingung dengan sebutan cuci wajah yang cocok dengan kulitmu? Ada konsultasi gratis juga loh!

Funnel and production status

Output shown

- The content brief includes treatment, audience, headline, caption, CTA, and placement.
- Content is directed toward appointments/consultation, not just awareness.
- Production status is made so the team knows which content is in brief, design, review, or publish stage.

Trisna Lesmana Management / SertifikasiTrainer

The training brand was directed toward audiences who need trainer certification, personal branding, BNSP classes, and program registration.

Website angle

- Certified Trainer BNSP
- Personal branding trainer
- 3-day program
- AI Mentor
- Alumni & testimonials

Content pillar

- Problem-solution trainer
- Certification benefits
- Alumni proof
- Class schedule
- Registration reminder

CTA

- Register Now
- Ask About Program
- Class Consultation
- Join WhatsApp
- Booking seat

SertifikasiTrainer Content Planner & Post Schedule

Sample schedule for the training brand: content is directed toward education, trust, testimonials, class schedules, and registration.

Week	Platform	Pillar	Format	Hook / Angle	CTA	Status
W1	Instagram Feed	Problem	Carousel	The material is good, but why is it not yet trusted as a trainer?	Ask about program	Brief
W1	Reels / TikTok	Benefit	Short video	Why a BNSP certificate can help trainer credibility	Register now	Editing
W2	Story	Engagement	Poll	Do you need certification or personal branding more?	Reply to story	Publish
W2	Feed	Trust Builder	Testimonial	Alumni stories after joining the trainer program	Class consultation	Design
W3	Reels	Program Detail	Video	What is learned in the 3-day TOT program	Ask the schedule	Review
W3	Facebook/IG	Reminder	Single post	Limited class seats, check the nearest schedule	Booking seat	Ready
W4	YouTube/Shorts	Education	Video	How to build personal branding as a trainer	Register now	Publish

SertifikasiTrainer - Content Brief and Caption

The brief was created so the training message is clearer: participant problems, program benefits, social proof, and registration CTA.

t	Target Audience	Content Brief				Placement (Size)		
		Format	Headline	Sub Headline	Caption	1:1 (1088 x 1000) F100	9:16 (1024 x 1000) REEL 5:1 TRICROW	16:9 (1920 x 1080) YOUTUBE
☐	General	Motion / Video	Orisin Baru! Anda Disorangi! Say Say Gue Malah!	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	General	Motion / Video	Pesuh Alah! Kales In! Seling Full Seat! Bant! Bant!	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	General	Motion / Video	Trainer & The Fast! Kari! Bili! Anda Capai! Kompetensi	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	Last 7 Days	Motion / Video	Tendos! 1 Haste! Presen! Datte! Kales! Sabukan! Hange! Hade!	Kales! Sertifikasi! Trainer! BNSP! B1!		☐	☐	☐
☐	Last 7 Days	Motion / Video	Andi! Kalesnya! Sabukan! Sabukan! Pakung! Expired!	Tanya! Adria! atau! Langsang! Datte!		☐	☐	☐
☐	General	Motion / Video	Tendos! Jangon! Location! Pakung! Merjasi! Trainer! Di! Kari!	Tanya! Adria! atau! Langsang! Datte!		☐	☐	☐
☐	General	Motion / Video	Kales! Pesuh! Alah! Bangun! Kales! Anda! Baxama! Kam!	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	Last 7 Days	Motion / Video	Segera! Daftar! Hange! Sabukan! Kuri! Torika! untuk! Sukses! Anda!	Kales! Sertifikasi! Trainer! BNSP! B1!		☐	☐	☐
☐	General	Motion / Video	Jamikan! Kualifikasi! Balige! Dari! Trainer! Profesional! Tendos!	Tanya! Adria! atau! Langsang! Datte!		☐	☐	☐
☐	General	Motion / Video	Instruktur! Profesional! Kari! Say! Menembuhkan! Anda! Mengasi! Ad!	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	General	Motion / Video	Kompetensi! Hange! Datte! Gatal! Badihya! Tinggalan! Nonpetensi!	Tendos bataan dei Anda dengan sertifikat trainer level 4 BNSP		☐	☐	☐
☐	General	Motion / Video				☐	☐	☐
☐	General	Motion / Video				☐	☐	☐
☐	General	Motion / Video				☐	☐	☐
☐	General	Motion / Video				☐	☐	☐

Training / ToT content brief

GENERAL	Pelabis	Pemangku Jabatan	Pengajar
Training of Trainer BNSP Certification - Level 4 Dapatkan Sertifikasi Resmi ToT Level 4 dengan Fasilitas Premium! Gabunglah dengan kami di kelas Sertifikasi Resmi Training Of Trainer (ToT) KKN Level 4 yang selalu fully booked! 📅 Nikmati fasilitas lengkap yang kami tawarkan: 📄 2 Sertifikat Resmi dan Full Training Kit untuk meningkatkan kredibilitasmu! 🎁 Bonus Voucher menarik untuk kemajuan karirmu! 🤝 Networking Berkelas! Ratusan alumni adalah dari Kementerian Pendidikan, Pabisnis, Petinggi Pemerintah, dll! 📄 5 Pendaftar, dapatkan Buku Living Agile with NLP yang inspiratif! 📖 Daftar sekarang sebelum special price expired! 🕒 #TrisnaLesmanaManagement #SertifikasiToT #Level4 #PendidikanProfesional #TrainingBerkualitas #PenguasaanKompetensi #BisnisMitra #LivingAgile #NLPInspiration	Training of Trainer BNSP Certification - Level 4 Tingkatkan Kredibilitas Bisnis Anda 📈 Kiri sahnya untuk membuktikan diri sebagai pemimpin dalam bisnis Anda. Sertifikasi Trainer BNSP Level 4 akan membantu Anda mencapai hal itu. Nikmati fasilitas lengkap yang kami tawarkan: 📄 2 Sertifikat Resmi dan Full Training Kit untuk meningkatkan kredibilitasmu! 🎁 Bonus Voucher menarik untuk kemajuan karirmu! 🤝 Networking Berkelas! Ratusan alumni adalah dari Kementerian Pendidikan, Pabisnis, Petinggi Pemerintah, dll! 📄 5 Pendaftar, dapatkan Buku Living Agile with NLP yang inspiratif! 📖 Daftar sekarang sebelum special price expired! 🕒 #TrisnaLesmanaManagement #SertifikasiToT #Level4 #PendidikanProfesional #TrainingBerkualitas #PenguasaanKompetensi #BisnisMitra #LivingAgile #NLPInspiration	Training of Trainer BNSP Certification - Level 4 Puncak Karirmu Menanti! Sertifikasi Trainer Level 4 BNSP! Dapatkan Keahlian Berkualitas, Buku Pakuan Lebih Luas! Sertifikasi Trainer Level 4 BNSP. Pintu ke Sukses Karirmu yang Sangat Dibutuhkan! Nikmati fasilitas lengkap yang kami tawarkan: 📄 2 Sertifikat Resmi dan Full Training Kit untuk meningkatkan kredibilitasmu! 🎁 Bonus Voucher menarik untuk kemajuan karirmu! 🤝 Networking Berkelas! Ratusan alumni adalah dari Kementerian Pendidikan, Pabisnis, Petinggi Pemerintah, dll! 📄 5 Pendaftar, dapatkan Buku Living Agile with NLP yang inspiratif! 📖 Daftar sekarang sebelum special price expired! 🕒 #TrisnaLesmanaManagement #SertifikasiToT #Level4 #PendidikanProfesional #TrainingBerkualitas #PenguasaanKompetensi #BisnisMitra #LivingAgile #NLPInspiration	Training of Trainer BNSP Cer Kunci Kesuksesan Pendidik Pr Pendidik yang unggul mencipta yang lebih baik. Bergabunglah sertifikasi kami dan raih kesuksesan Anda! Nikmati fasilitas lengkap yang kami tawarkan: 📄 2 Sertifikat Resmi dan Full Training Kit untuk meningkatkan kredibilitasmu! 🎁 Bonus Voucher menarik untuk kemajuan karirmu! 🤝 Networking Berkelas! Ratusan alumni adalah dari Kementerian Pendidikan, Pabisnis, Petinggi Pemerintah, dll! 📄 5 Pendaftar, dapatkan Buku Living Agile with NLP yang inspiratif! 📖 Daftar sekarang sebelum special price expired! 🕒 #TrisnaLesmanaManagement #SertifikasiToT #Level4 #PendidikanProfesional #TrainingBerkualitas #PenguasaanKompetensi #BisnisMitra #LivingAgile #NLPInspiration
Training of Trainer BNSP Certification - Level 4 Dalam BISNIS TRAINING Anda akan mendapatkan banyak ilmu. Ilmu yang didapat, bisa menjadi bekal untuk Anda investasikan sebagai modal dalam membangun bisnis training versi Anda sendiri di masa depan. Jadi, segera ikuti pelatihannya. hafalkan ilmunya, kerukunlah pasarkan pada audience Anda. Raih SUMBER CUANMU, dan bangun PERSONA BARU sebagai PELATIH			

Caption bank and copy variations

Brief direction

- The content message is built from audience problems, not direct selling.
- Headlines and captions are directed toward program benefits, trust, and registration.
- CTAs are chosen based on the funnel: ask about program, register now, or book a seat.

Content Output and Video Assets

Content materials include training visuals, videos, flyers, and materials that can be used across platforms.



Video asset ToT



Flyer offline class



Online training asset

Google Ads Daily Report

My focus in Google Ads was pulling data, organizing reports, then looking at the relationship between cost, clicks, conversions, and sales follow-up.

Date	Status	Budget	Actual	Clicks	Conversions	Cost per Click	Cost per Conversion
10/01/2021	Active	10000	9500	1200	150	8.33	55.56
10/02/2021	Active	10000	9800	1300	160	7.69	48.75
10/03/2021	Active	10000	10200	1400	170	7.35	43.53

Daily report

Campaign	Ad Group	Ad	Clicks	Conversions	Cost	CPA
Campaign A	Ad Group 1	Ad 1	100	10	1000	100
Campaign A	Ad Group 1	Ad 2	150	15	1500	100
Campaign A	Ad Group 2	Ad 3	200	20	2000	100

Report overview

Ad Type	Campaign	Clicks	Conversions	Cost	CPA
Search	Campaign A	1000	100	10000	100
Display	Campaign B	2000	200	20000	100
Video	Campaign C	3000	300	30000	100

Summary data

Insight

Daily reports help review cost, clicks, and conversions more clearly.

Takeaway

Ad data needs to be read together with chat/sales data so lead quality is clearer.

Optimization Action

Separate reports by campaign, check keywords/placement, then record the next action.

Meta Ads Upload, Copy, and Report

In Meta Ads, the work included uploading materials, filling in ad copy, placement, daily reports, and checking performance results.

CTV ID	Campaign	Status	Budget	Ad Spend	Impressions	Reach	Frequency	Clicks	Conversions	Cost per Conversion
1000000000000000	Test Campaign	Active	\$100.00	\$100.00	1000000	500000	2.00	1000	50	\$2.00
1000000000000000	Test Campaign	Active	\$100.00	\$100.00	1000000	500000	2.00	1000	50	\$2.00
1000000000000000	Test Campaign	Active	\$100.00	\$100.00	1000000	500000	2.00	1000	50	\$2.00

Meta campaign

Date	Ad Spend	Impressions	Reach	Frequency	Clicks	Conversions
2023-01-01	\$100.00	1000000	500000	2.00	1000	50
2023-01-02	\$100.00	1000000	500000	2.00	1000	50
2023-01-03	\$100.00	1000000	500000	2.00	1000	50

Pivot / report

Target Audience	Content Type	Ad Spend	Impressions	Reach	Frequency	Clicks	Conversions
Test Audience	Test Content	\$100.00	1000000	500000	2.00	1000	50
Test Audience	Test Content	\$100.00	1000000	500000	2.00	1000	50
Test Audience	Test Content	\$100.00	1000000	500000	2.00	1000	50

Content input

Insight

Meta Ads need copy and visual variations because audiences judge quickly from the first hook.

Takeaway

Reports are made so spend, results, and creatives can be compared more clearly.

Optimization Action

Separate creatives, test copy, check placements, and evaluate results each period.

What This Project Shows - PT Trisna Masykura Estetik

This section summarizes the main value of the Trisna project after all content proof, planners, ads, and reports have been shown.

Main Contribution

- Managed content planning for two brands with different audiences and CTAs.
- Created post schedules, content briefs, captions, and funnel direction for TM Estetik and SertifikasiTrainer.
- Supported Google Ads and Meta Ads needs through uploads, reports, monitoring, and data evaluation.
- Supported content production, video materials, and cross-platform format adjustments.
- Read the relationship between content, ads, CTAs, and follow-up results from potential customers/participants.

Visible Value

This project shows that I do not only upload content, but can build a digital marketing work system: mapping audiences, creating content planners, writing briefs, preparing posting schedules, reading ad reports, and connecting everything to a clear CTA.