



Eka Derianita

Sosial Media Expert

Jl. Bukit Cinere Raya No.25, Gandul, Kec. Cinere, Kota Depok, Jawa Barat 16514

Work Experience



2022 - PRESENT

SR. SOCIAL MEDIA SPECIALIST

PT. Sepulsa Teknologi Indonesia (Alterra Bills)

- Manage social media account for 3 business units Alterra Bills, Alphaone, and Sepulsa.
- Concepting and managing collaborations.
- Create marketing timelines and manage social media activities from production to publication.
- Develop marketing strategies and run campaigns from start to finish

2021 - PRESENT

SOCIAL MEDIA SPECIALIST

PT. G-Indonesia Sukses Mulia

- Create a concept for Advertising & placement planner.
- Maintain social media (Facebook, Instagram, Twitter, Youtube, and LINE).
- Concepting and executing a campaign plan.

2019 - 2022

MARKETING COMMUNICATION LEAD

PT. Pusat Inovasi Nusantara (IYKRA)

- Coordinate, manage, and control the workload of the Marcom team.
- Create marketing timelines and manage social media activities from production to publication.
- Develop marketing strategies and run campaigns from start to finish.
- Manage and monitor quarterly and annual marketing budgets and allocate funds.
- Cooperating with external parties to support IYKRA's marketing strategy.

2018 - 2019

SOCIAL MEDIA SPECIALIST

PT. AKULAKU Silvr Indonesia

- Create a concept for Advertising & placement planner.
- Maintain social media (Facebook, Instagram, Twitter, Youtube, and LINE).
- Concepting and executing a campaign plan.
- In charge of maintaining relationships with the brand as a partner and executing campaign collaboration.
- Develop and distribute social media content

2017

SOCIAL MEDIA MARKETING

PT BUSTIKET Global Technology

- Maintenance of all social media.
- Analysis and monitoring of social media.
- Create daily content.
- Create an online marketing strategy.
- Admin of all social media (CRM).
- Create an Email/SMS blast.
- Managing SEO for blogs.

2017

JOURNALIST (INTERNSHIP)

Lembaga Kantor Berita Nasional ANTARA

Educational History

FORMAL EDUCATION

UNIVERSITAS MUHAMMADIYAH JAKARTA

FIKOM - ADVERTISING | 2018 - 2021

POLITEKNIK NEGERI MEDIA KREATIF JAKARTA

PUBLISHING | 2014 - 2017

NON FORMAL EDUCATION

WALLSTREET DEVOPS - BOOTCAMP

DIGITAL MARKETING | 2021

REVOU - MINI COURSE

DIGITAL MARKETING | 2020

LINGKARAN.CO - MINI CLASS

SOCIAL MEDIA CONTENT PLAN | 2020

Skills & Expertise

- Copywriting
- Photograpy
- Content Creator
- Public Relation
- Social Media Ads
- Google Analytics
- Marketing Campaign Strategy
- Social Media & KOL Management
- Social Media Analyst - Dataviz
- Product Development
- Market Research

Awards

- Google Ads Display Certification
May 5, 2021 - May 5, 2022
- Google Ads Search Certification
May 2, 2021 - May 2, 2022