



# GILANG RAMADHAN

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**Portfolio:** [gilangramadhan.site](http://gilangramadhan.site)

## SUMMARY

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Fresh graduate with a strong focus on Digital Marketing and Web Development, certified by BNSP (Badan Nasional Sertifikasi Profesi) in Digital Marketing. Experienced in developing strategic marketing plans, optimizing digital campaigns, and building conversion-focused websites that support business growth. Results-driven, adaptive, and proactive individual who is eager to contribute value, solve problems, and continuously grow in the digital industry.

## WORK EXPERIENCE

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**PT Bumi Hijau Motor** **Oct 2025 - Apr 2026**

Digital Marketing - BYD Haka Kebon Jeruk

- Developing the BYD Haka Auto Kebon Jeruk Branch dealer website as an information medium and marketing landing page.
- Optimizing the website to support Google Ads campaigns in generating traffic and potential customer leads.

**PT Brawijaya Multi Usaha** **Feb 2025 - Jul 2025**

Marketing - Brawijaya Property & Advertising

- Responsible for managing boarding house marketing in Malang City, including the management and promotion of 15 boarding houses with a total of 115 rooms.
- Successfully achieved an occupancy rate of 82% during the working period through effective and targeted marketing strategies.

**PT Gatraco Mitra Sejahtera** **Oct 2024 - Feb 2025**

Website Development Intern

- Developing and managing a company profile website using WordPress CMS with a responsive and user-friendly interface.
- Integrate content such as company profiles, services, and product/service documentation according to client needs.
- Applying the basics of on-page SEO to improve website visibility on search engines.

## PROJECT EXPERIENCE

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**Maka Motors** **Feb 2025 - Apr 2025**

SEO Article

- Conducting keyword research, implementing on-page SEO, and analyzing content performance to support the company's digital marketing strategy.
- Successfully wrote and optimized 60 articles that helped the website reach the top 10 Google Search rankings for various relevant keywords.

**PT Ahli Bangun Sejahtera** **Mar 2025 - Apr 2025**

Website Development

- Developing a company profile website for PT Ahli Bangun Sejahtera, a company engaged in the contracting business.
- Designing a professional and informative website layout to showcase the company profile, project portfolio, and main services.

## COMMITTEE & OTHER EXPERIENCE

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### Sharing Session Bidcom Fest

Jun 2024 - Jul 2024

Event Division

The seminar is held openly and can be attended by all digital business and communications students. By presenting great speakers.

- Make a detailed and specific schedule of events.
- Coordinate with the equipment division in compiling a list of required equipment.
- Organize and lead all activities related to the event

### Vition

Jun 2023 - Sep 2023

Field Coordinator

Vition "Internal Vocational Competition" is one of the work programs of the Ministry of Arts and Sports, BEM, Vocational Faculty, Brawijaya University, which aims to motivate and accommodate students at the Vocational Faculty of Brawijaya University to be able to increase their interests and talents through competitions to measure the skills and abilities of Vocational Faculty students.

Brawijaya University

- Maintain field security.
- Set field strategy.
- Provide field directions to participants.

### Fast Class Upgrading

Feb 2023 - May 2023

Event Division

Fast Class Upgrading is the first program of the Ministry of PSDM BEM FV 2023 in the form of practitioner training in several areas of vocational student skills and a self-development talk show related to international scale competencies.

- Arrange and Create a Timeline of activities.
- Ensure that each division fulfills all event needs.
- Become a contact person in all divisions.
- Ensure the event runs smoothly

## EDUCATION

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### Universitas Brawijaya

Aug 2022 - Jul 2025

Diploma III Information Technology Study Program in Digital Business & E-Commerce | 3.67 / 4.00

A graduate of the Information Technology study program with an interest in Digital Business & E-Commerce. In addition to being active on campus, I am also actively involved in student activities. For example, I am a member of the committee for campus events, and I participate in seminars and webinars. I always contribute actively to group learning.

### SMAN 1 CICURUG

2018 - 2021

High School Science | GPA 90

Active students with an interest in studying science, as well as the most popular physics subject. Apart from being an active student at the academy, I am also actively involved in performing arts activities by being a guitarist in a choir group. And become a team in the futsal group

## ADDITIONAL INFORMATION

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- **Hard Skill** : Entity Relationship Diagram (ERD), Jira Atlasian, Flowchart, Figma, Draw.io, Wordpress, Google Analytics, SEO, SEM, Canva, Capcut, Photoshop
- **Soft Skill** : Communication, Leads Group Discussions, Confidently Speak in Public, Creative, Problem Solving

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BADAN NASIONAL  
SERTIFIKASI PROFESI  
INDONESIAN PROFESSIONAL  
CERTIFICATION AUTHORITY

## SERTIFIKAT KOMPETENSI CERTIFICATE OF COMPETENCE

No. 62090 2431 3 0126378 2025

Dengan ini menyatakan bahwa,  
*This is to certify that,*

### Moch Gilang Ramadhan

No. Reg. TIK 1565 11067 2025

Telah kompeten pada bidang:  
*has been competence in the area of:*

**Pemasaran Digital**  
**Digital Marketing**

Dengan Kualifikasi / Kompetensi:  
*With Qualification / Competency:*

**Digital Marketing**

sertifikat ini berlaku untuk: 3 (tiga) tahun  
*this certificate is valid for: 3 (three) years*

Yogyakarta, 31 Januari 2025

Atas Nama Badan Nasional Sertifikasi Profesi  
*On Behalf of Indonesian Professional Certification Authority*

Lembaga Sertifikasi Profesi Teknologi Digital  
*Professional Certification Body Technology*



Ir. Gunawan Ramli, M.Kom.  
(Direktur / Director)



