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Hiring Manager Energio Solar Singapore

Dear Hiring Manager,

I am applying for the Digital Marketing Executive position at Energio Solar. Your commitment to making solar clear and easy to understand, while supporting customers before, during, and after installation, is what makes this role compelling to me. It calls for more than running advertisements: it requires someone who can turn technical project work into useful education, credible proof, and qualified enquiries. My experience across paid media, SEO, content, websites, and reporting has prepared me to do that work hands-on.

In a student client campaign for Astra Daihatsu Lampung, I conducted keyword research and Google Ads setup while leading a six-person team across audience strategy, creative direction, lead capture, and reporting. The documented Meta campaign generated 34 leads at Rp11,865 CPL, with a 2.97% CTR and Rp649 CPC. Across the 10-week project, the campaign supported 60 qualified leads and three vehicle sales worth more than IDR 350 million from IDR 1.2 million in advertising spend. This experience taught me to connect channel metrics to lead quality and commercial outcomes, then recommend what to test and fund next.

I can also support the content and website ownership Energio needs. For Frontell.info, I combined keyword research and Google Ads setup with technical and on-page SEO, improving its audit score from C+ to B+ and page experience to above 90. At PT Heaven Resources Indonesia, I managed the HRltrade WordPress website and English communications while research-led outreach contributed to USD 100,000 in export revenue. I am currently developing AI-assisted image and video content, editing assets in Canva, and planning four to seven weekly posts according to audience demand and campaign purpose. For Energio, I would apply this range to residential and commercial project stories, search campaigns, social publishing, and concise monthly reporting across CPC, CPL, conversion, lead quality, and budget.

I am based in Indonesia, hold an active passport, and am ready to relocate to Singapore and travel to project sites. I am available immediately and would welcome the opportunity to discuss how I could help Energio build a stronger project portfolio and a measurable demand-generation system as the company grows.

Best regards,

Zainal Anwar Nugroho