

Zainal Anwar Nugroho

Bogor, West Java, Indonesia | +62 858-1769-0147 | zainalanwarn@gmail.com
[linkedin.com/in/zainalnugroho](https://www.linkedin.com/in/zainalnugroho)

DIGITAL MARKETING EXECUTIVE

CORE SKILLS

Google Ads | Meta Ads Manager | SEO & SEM | Keyword Research | CPC, CPL, CTR, Conversion Rate & ROAS Analysis | Campaign Budgeting | Google Analytics | Search Console | Content Planning & English Copywriting | Canva | AI Image & Video | WordPress CMS

RELEVANT EXPERIENCE

Independent Consulting | Digital Marketing & Growth Consultant

Bogor, Indonesia | Aug 2022 - Present

- Plan paid media, lead flows, reporting, and audience-led content calendars; produce AI-assisted image/video assets and Canva adaptations for 4-7 weekly posts.

PT Heaven Resources Indonesia | Export Marketing Specialist

Indonesia | Jun 2023 - Oct 2024

- Contributed to **USD 100,000 in export revenue** and generated 30+ high-intent B2B leads by analysing trade data, prioritising buyers, and conducting targeted English outreach.
- Managed the HRItrade WordPress website, wrote English prospect communications, and maintained professional email infrastructure to strengthen international credibility.

NOTCH Agency | Digital Marketing Strategist Intern

Jakarta, Indonesia | Mar 2023 - May 2023

- Produced UNICEF-related campaign and content recommendations using keyword trends, ad libraries, competitor benchmarks, Share of Voice, and sentiment research.

SELECTED CAMPAIGNS

Astra Daihatsu Lampung | Project Leader & Digital Marketing Strategist

Nov 2022 - Jan 2023

- Supported **60 qualified leads and 3 vehicle sales worth IDR 350M+** from IDR 1.2M ad spend over 10 weeks; led a six-person student team across strategy, creative, lead capture, and reporting.
- Generated **34 Meta leads at Rp11,865 cost per lead, 2.97% click-through rate, and Rp649 cost per click**; configured Google Ads following keyword research.

Frontell.info | Project Leader, SEO & Page Experience

Dec 2022 - Feb 2023

- Raised the SEO audit score from **C+ to B+** and page experience to **90+** through keyword research, Google Ads setup, on-page SEO, technical SEO, and Core Web Vitals work.
- Analysed **646 Meta link clicks at Rp103 cost per click** and **27 leads at Rp5,532 cost per lead** to inform content, KPI, and budget recommendations.

Burjo Milenial | Digital Manager

Mar 2021 - Aug 2022

- Increased reach by **18.3%** and content interactions by **356%** over 90 days while managing local search, reviews, social reporting, and a 12-post monthly calendar.

EDUCATION & PROFESSIONAL DEVELOPMENT

Education: BSc, Food Science and Technology, Diponegoro University

Professional Development: Digital Marketing Program, Purwadhika School - Project-based paid media, SEO, analytics, content, and campaign execution

Credentials & Training: Google/Coursera (2025) - Digital Marketing Foundations | Customer Engagement & SEO | Social Media | Email Marketing | Canva Social Media Marketing Workshop