



FATHIMA FIDHA

DIGITAL MARKETING

Digital marketing professional with proven experience in managing social media, SEO, and digital advertising. Skilled in creating content, analyzing campaign performance, and growing online engagement to support business goals.

CONTACT

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EDUCATION

Bachelor Of Communication
Universitas Indonesia
2016 – 2020

LANGUAGE

English
Korean
Indonesian

REFERENCES

Bachelor of Design
Borcelle University

Bachelor of Design
Borcelle University

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► EXPERIENCE

Digital Marketing Specialist

PT Webindo Creative 2022 – Present

- Increased Instagram engagement by 65% through targeted content strategy.
- Managed Google Ads with a 4.2x ROAS in Q3 2023.
- Developed SEO strategy that improved organic traffic by 120% in 6 months.
- Produced monthly marketing reports using Google Data Studio.

Content & Social Media Coordinator

Freelance 2020 – 2021

- Created content calendars for small brands, increasing audience growth by 40%.
- Collaborated with designers and photographers for campaign assets.
- Wrote SEO-optimized blogs and newsletters to drive traffic and leads.

► SKILLS

- Social Media Marketing (Instagram, Facebook, TikTok, LinkedIn)
- SEO & SEM (Google Ads, Keyword Research, Ahrefs, SEMrush)
- Email Marketing (Mailchimp, Klaviyo)
- Content Creation & Copywriting
- Analytics Tools (Google Analytics, Meta Business Suite)
- Canva, Adobe Photoshop, Figma
- Marketing Automation
- Campaign Planning & Management

► CERTIFICATIONS

Google Digital Marketing & E-commerce – Coursera
Meta Certified Digital Marketing Associate
HubSpot Content Marketing Certificate