

Digital Marketing

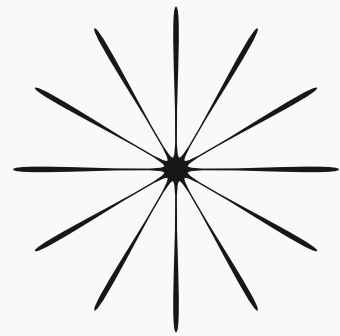
+62 85 299 311 000

digitalmarketing.lana@gmail.com

01

PORTO

Folio



Lana Andri

*"Connecting your brand with
your audience with the right
strategy."*

2024



Hello
Welcome

**Please Enjoy
My Portfolio**

"Digital marketing is the art of connecting with your audience where they are and engaging them in a way that is relevant & meaningful."

Table of *Content*

"Digital marketing is the art of connecting with your audience & helping them achieve their goals."

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About *Me*

Learn more

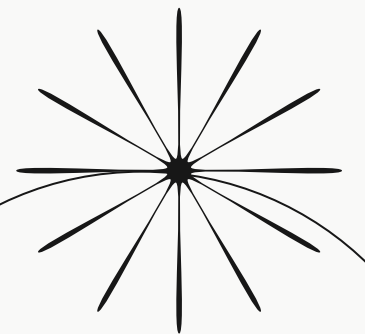
More than just a marketer, I'm a passionate strategist who ignites brands with the magic of digital. From crafting captivating campaigns to nurturing communities, I bridge the gap between technology and human connection, driving growth with both brains and heart.

My 10+ years of experience, spanning music schools, & entrepreneurial ventures, have honed my leadership, engagement, and digital skills. I'm a paid & organic marketer, wielding sharp analysis, creative fire, and multitasking magic to fuel your success in the fast-paced tech world.

I don't just work; I invest my heart, thinking of your brand like my own. Let's connect & ignite your digital journey together!

Lana Andri

Digital Marketing



**"The Best Way to
Enjoy The Journey
is to Focus on the
Present Moment."**

My Journey

Soft Skills

Project Management



Strategical Planning



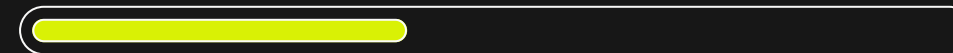
Critical Thinking



Leadership



Problem Solving



Education

Master Management of Marketing UKSW

Sept 2015 - Mar 2017

Intro to Digital Marketing Revou

May 2021

Digital Marketing dibimbing.com

Nov 2021 - Apr 2022

Grow Account & Master TikTok Ads Udemy.com

Jan 2021 - Mar 2021

Copywriting Apprenticeship Vokraf

2022

Experiences

Digital Marketing Sekolah Musik Indonesia

Sep 2021 - Aug 2022

Community Marketing Sekolah Musik Indonesia

Apr 2018 - Sep 2021

Community Marketing Bee Bee Gym (Baby's School)

Sep 2017 - Mar 2018

Stationary Distributor Entrepreneur

July 2009 - July 2011

Head of Marketing EPSON

July 2006 - June 2009

Freelancer

GKDI Church, Ace Media Social, Social Betterfly

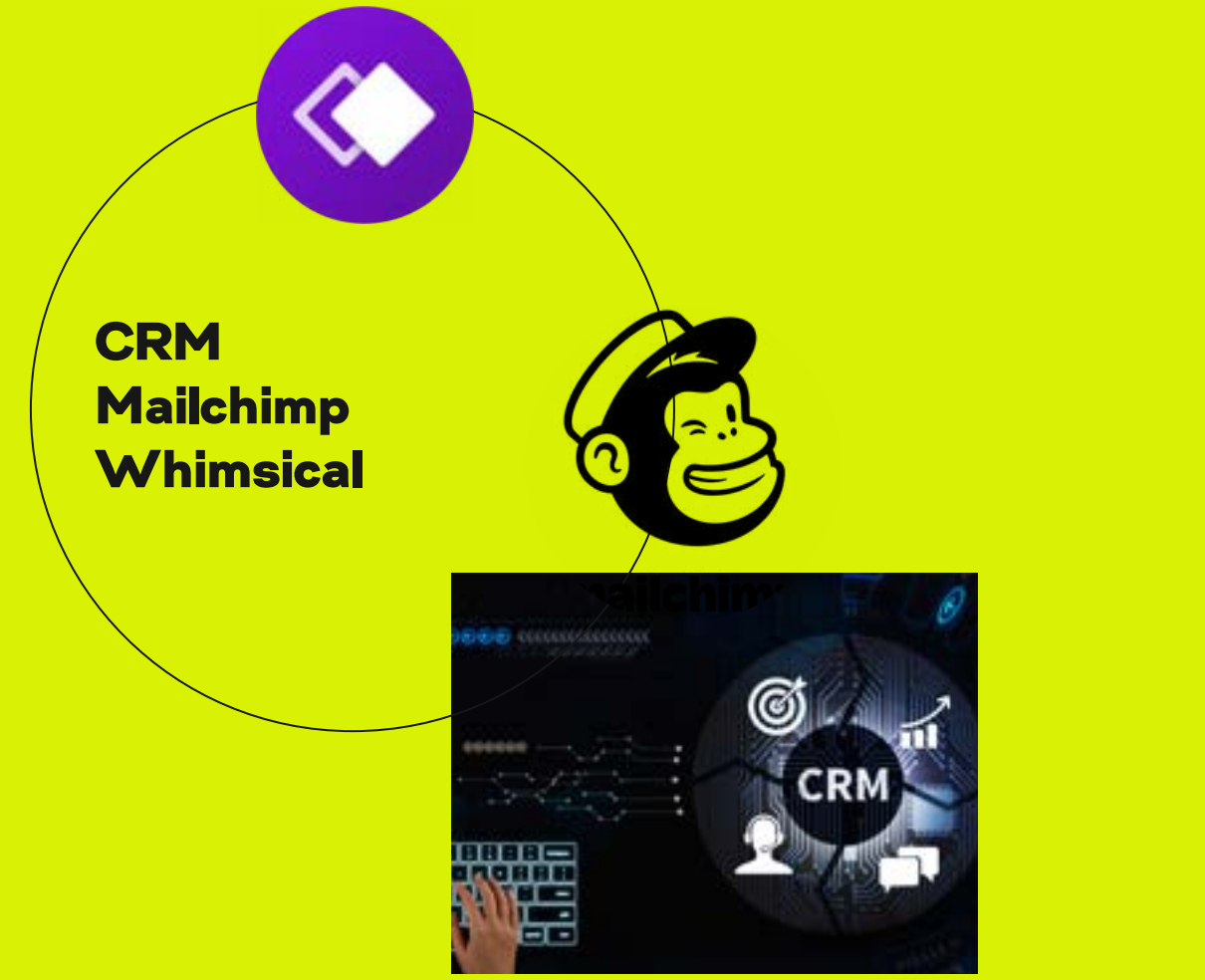
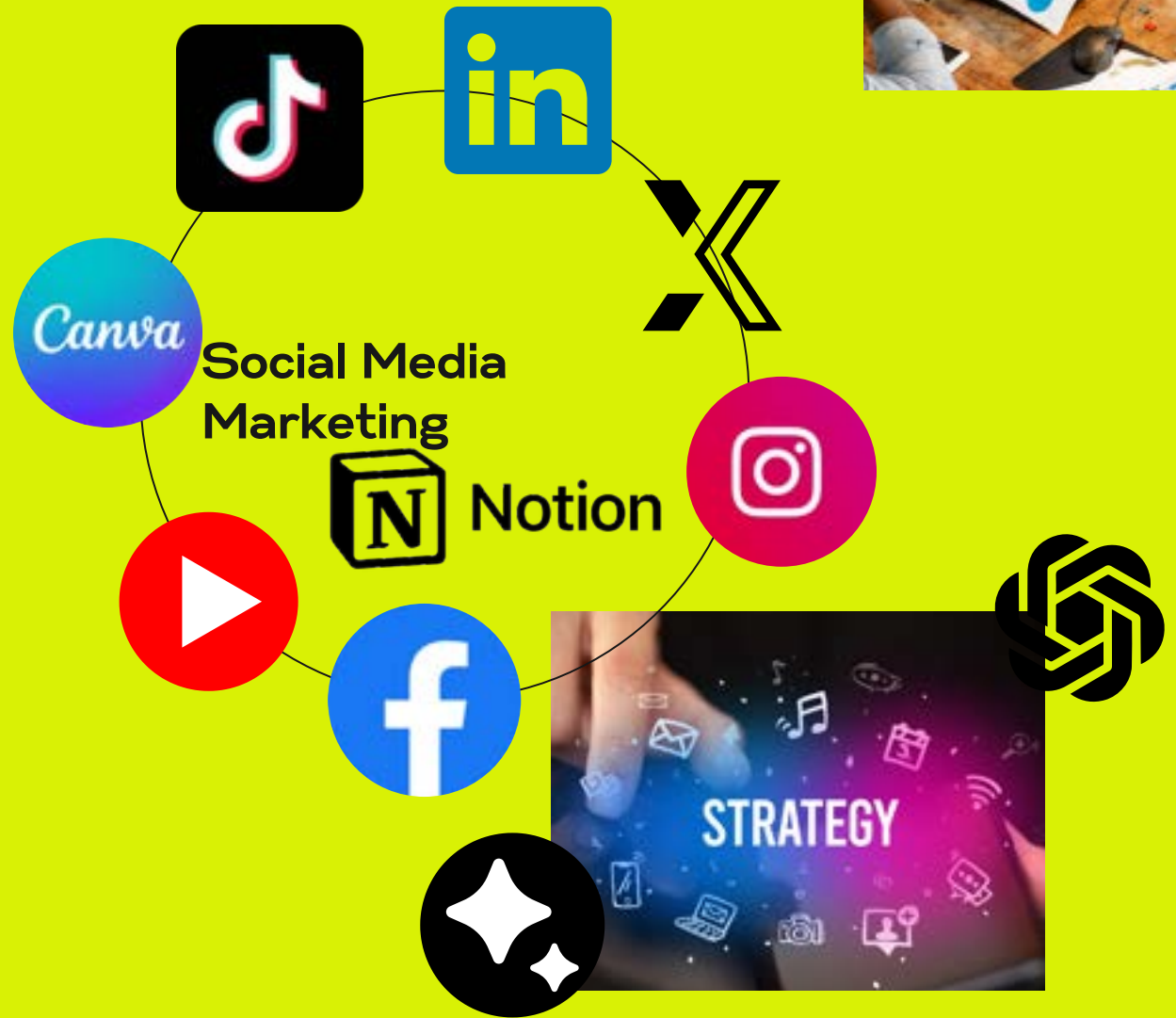
Jan 2021 - Present



Revou
Mini Course



Skills & Tools





2021

[dibimbing.id](#)

[Digital Marketing](#)

[Vokraf Level Up](#)

Digital Strategy: Copywriting Apprenticeship
[Storytelling: How to Script Audio-Visual Ads](#)

2022

[RevoU](#)

[Digital Marketing](#)
[Product Management](#)

[dibimbing.id](#)

[Digital Marketing for UMKM/Startup](#)
[Performance Marketing](#)

[Vokraf Level Up](#)

[Strategy Marketing](#)

[Schoters](#)

[Business English Program](#)



Certificate & *Appreciation*

My *Vision*

Lana
Andri

My *Mision*

Know About My Vision for the Future

To be the go-to digital marketing strategist for businesses of all sizes, helping them achieve their goals and reach their target audience.

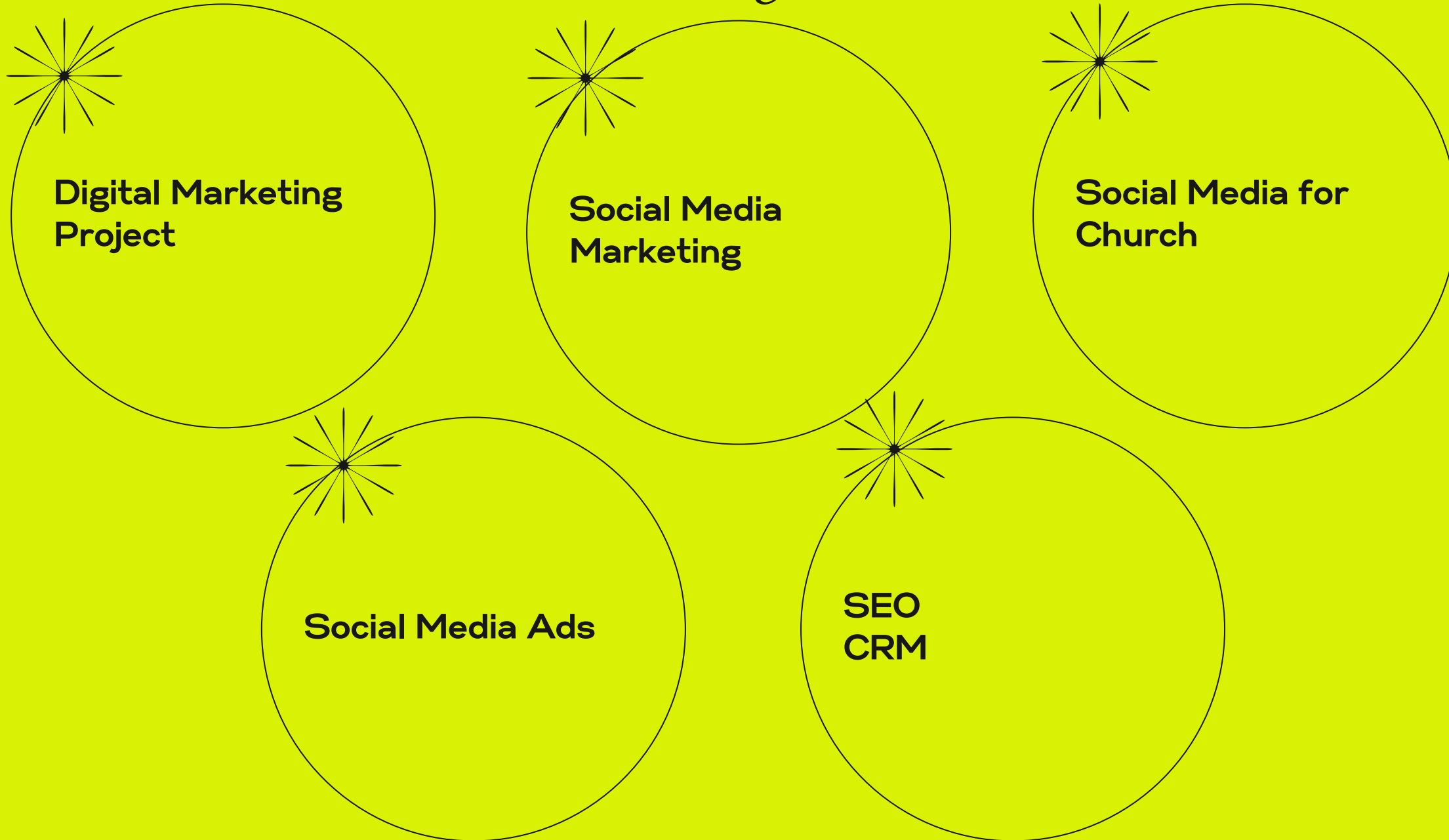
Know About My Mision for the Future

To provide innovative and effective digital marketing solutions that are tailored to the specific needs of each client.

To use my skills and experience to help businesses grow their brand, generate leads, improve customer engagement, & increase sales.

Notable

Project



"Digital marketing is not just about technology, it's about people."

Social Media *Organic*

Objective

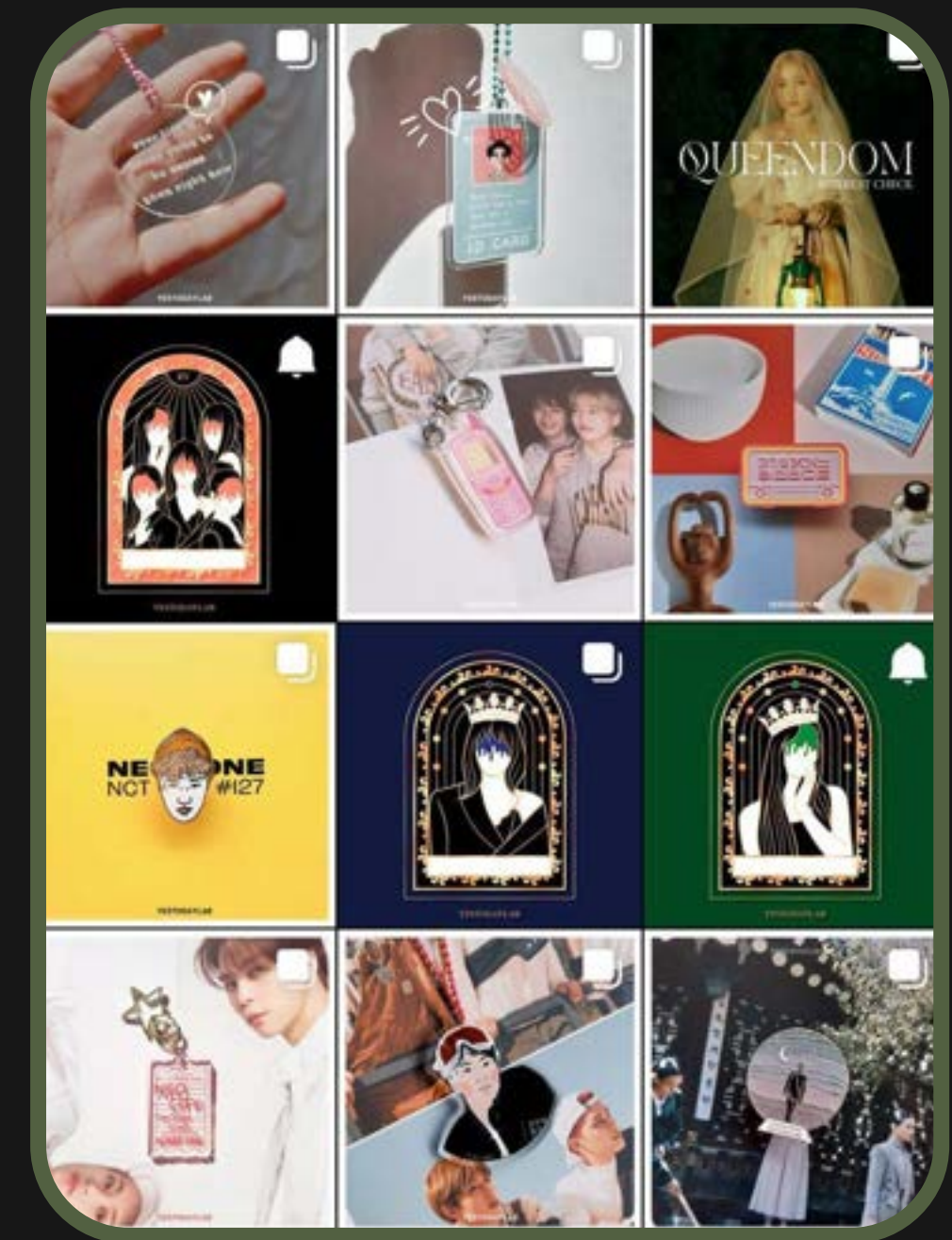
- Created social media strategy to increase followers & engagement rate in social media.

My Scope

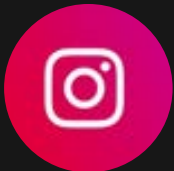

- Analysis social media goals Set Target audience
- Created Brand Personality Determined content pillar Social media audit
- Audience Analysis, Action Plan, Create Social
- Media & Success Metrics Goal, Ideation and Content Creation


Result

[CLICK HERE](#) REPORT & ANALYTICS DECK



Brand:  **YESTODAYLAB**

Platform:  

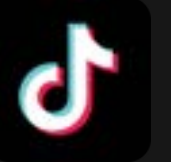
Tools:  Google Sheets  

Social Media Organic

Team:



Tools:



Objective

- Developed and decided on an action plan to increase brand awareness in social media

My Scope

- Defined problem statement
- Defined company profile (brand personality, persona, and brand voice) and target audience that will be affected
- To decide the media platform that will be used, developed content themes, content pillar, content phasing, and timeline.
- Provide creative visualization reference

Result

- Successfully created mockup visualization
- Successfully created a marketing plan and content schedule



@greenvalleybandungan



@felayaa.m



@gkdiofficial



@gkdisemarang

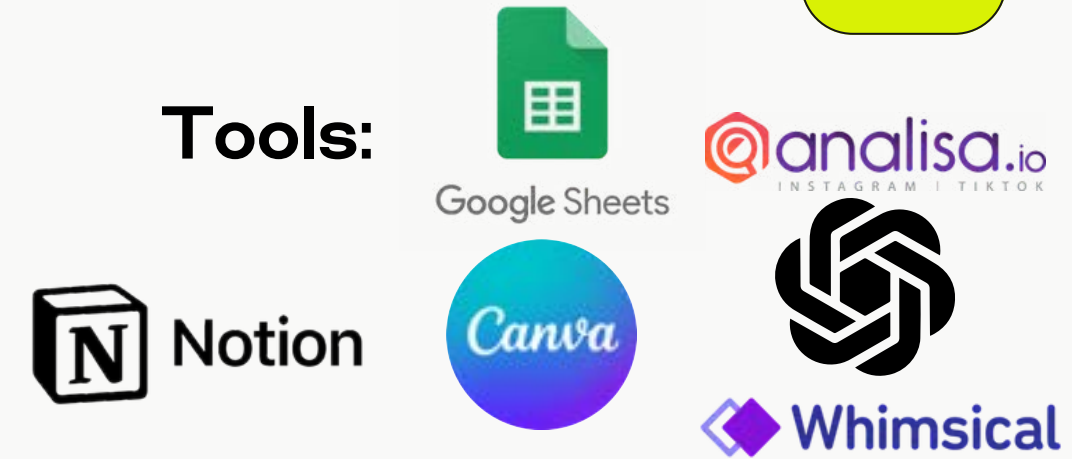


Social Media

for Church

Brand:  **GKDI**
GEREJA KRISTUS DI INDONESIA

Tools:



Objective

- Create and Managing Social Media from Ideation, Execution, Monitoring and Reporting.

My Scope

- Ideation and Content Creation, Copywriting, Scheduling, Managing and Organizing Social Media.
- Report & Analysis

Result

PRODUCT OVERVIEW



Virtual Event

LIVE STREAM Live Recording Hasil Video Taping. Menyajikan 7 (tujuh) lagu, diantaranya:

- 5 Lagu Cover yang di Aransemen kembali
- 2 New Single (original)

Content Creator

Tik Tok

- <https://bit.ly/tiktokrohani-anakmudakristen>
- <https://bit.ly/ApaKataFirmanTuhan>

Instagram

- <https://bit.ly/gkdiofficial>
- <https://bit.ly/gkdisemarang>
- <https://bit.ly/iconicsemarang>

Podcast "Sit In" (Coming Soon) - YouTube

- <https://bit.ly/gkdiofficial-YT>

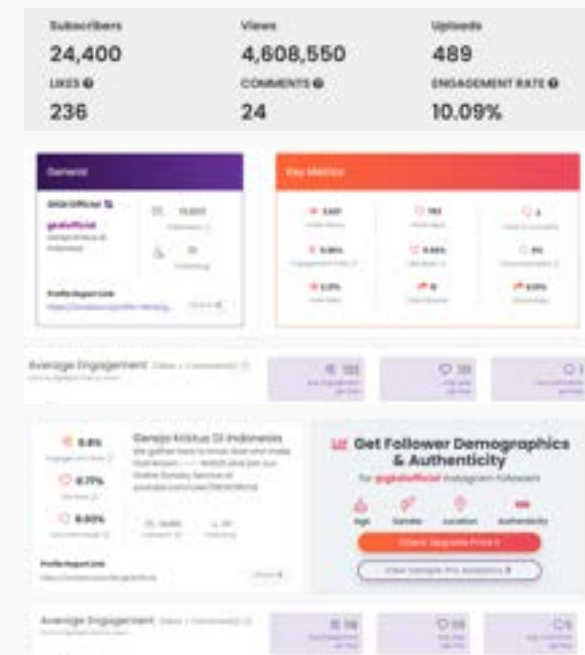
MARKETING CHANNELS



TARGET AUDIENCE

- UNIVERSITY STUDENTS** Campus Ministry
- SCHOOLS** Teens Ministry
- YOUNG PROFESSIONALS** Single / Married
- MUSICIAN COMMUNITY** Single

KPI	Existing	Target
ER Instagram	0.8%	>0.8%
ER Tik Tok	0.66%	>0.66%
ER YouTube	10.09%	>10.09%



[OPTIMIZATION STRATEGY, REPORT & ANALYTICS DECK](#)

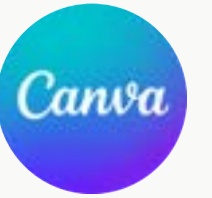
[TIKTOK OPTIMITATION STRATEGY DECK](#)

[SOCIAL MEDIA FOR CHRUCH DECK](#)

Social Media

Brand:  **smi** | SEKOLAH MUSIK INDONESIA

Tools:



Management

Objective

- Create and Managing Social Media from Ideation, Execution, Monitoring and Reporting.

My Scope

- Ideation and Content Creation, Copywriting, Managing and Organizing Social Media Indonesia
- Report & Analysis

Result



[SOCIAL MEDIA MANAGEMENT SMI DECK](#)



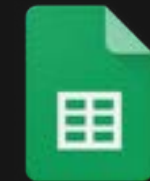
Meta

Ads

Brand:



Tools:



Google Sheets



Objective

- Launch a Meta Ads campaign to generate traffic & clicks
- Create a campaign and generate clicks with the lowest CPR/CPC in 5 days using meta for a business ads manager
- Perform optimization daily (technical, creative, budget, performance and analysis) based on data insight
- Increase brand awareness and generate leads for Mau Justip through Meta Ads

My Scope

- Technical LP integration with FB Pixel
- Created campaign structure and target audience
- Create Meta Ads campaign structure Create an ad competitor analysis
- Startegy & Content Planning, Copywriting, & Performance Analysis
- Strategist Ideation for each marketing funnel (based on interest, behaviour and demographic customer)
- Budgeting plan with core audience
- Day to day analysis and optimization ads (perfomance analysis)
- Analyze performance and develop strategies to improve ad performance
- Reporting and pitching

Result



[META ADS PLAN DECK](#)

[REPORT & ANALYTICS DECK](#)

[MARKET RESEARCH DECK](#)

[USER PERSONA](#)

[CUSTOMER JOURNEY MAP](#)

Meta

Ads

Team:



Brand:



Tools:



Google Sheets  **analisa.io**
INSTAGRAM | TIKTOK

Objective

- Launch a Facebook Ads campaign strategy to generate clicks to WhatsApp
- Create a campaign and generate clicks with the lowest CPR/CPC in 3 months using meta for a business ads manager
- Perform optimization daily (technical, creative, budget, performance and analysis) based on data insight
- Increase Engagement Rate and generate clicks to WhatsApp for Bungkuus service through Meta Ads

My Scope

- Create Meta Ads campaign structure Create an ad competitor analysis
- Creating Audience, Initial Startegy & Content Planning, Copywriting, & Performance Analysis
- Strategist Ideation for each marketing funnel (based on interest, behaviour and demographic customer)
- Budgeting plan with core audience
- Day to day analysis and optimization ads (perfomance analysis)
- Analyze performance and develop strategies to improve ad performance
- Developed campaign structure on each funnel based on data insight
- Analyze and optimize which channel performs well and decide either stop ads or to continue the ad based on its performance
- Decide the budget that will be used daily based on the performance of each ad in each funnel
- Reporting

Result



[REPORT & ANALYTICS DECK](#)

SEO *Marketing*

Objective

- Created on page SEO planning based on target audience and keyword analysis
- Researching keywords & sub-keywords, projecting traffic, competitor analysis and produce content brief for content.
- Optimize its certain keywords to get better result on Search Engine Result Page (SERP)

My Scope

- Keyword analysis
- Keyword Research, Iniation Plan for SEO Strategy, Competitor Research
- On Page SEO Content Brief
- Copywriting for content blog
- Give insight and recommendation for the content and keyword
- Analyzing keyword to choose a main keyword to be optimize
- Conduct on-page content analysis to get a better content creation
- Conduct on-page technical analysis to get a better content technical



Result



[WEBSITE OPTIMATION DECK](#)

Brand



Tools



CRM *Marketing*

Objective

- Create a customer lifecycle and develop automation campaign
- Create a customer segmentation and elaborate its method, descriptions, campaign and channels
- Create one drip campaign flow and one automation flow based on your business needs
- Create an email and notification messages for each campaign
- List customer properties
- List key events for customers
- Define target product for customers Define churned customers
- Create an automated campaign
- Engage with customer (based on Group Project) by implementing the basics of Customer Relationship Management Strategy

My Scope

- Lifecycle & Campaign Ideas
- Automation Campaign Workflow & Email Creation, Segmentation Creation
- Create audience segmentation based from database collected
- Analyzed & created a lifecycle customer journey.
- Define email automation and drip campaign workflow.
- Creating email creations for customers based on automation and drip campaigns.



Result



[CRM DECK](#)

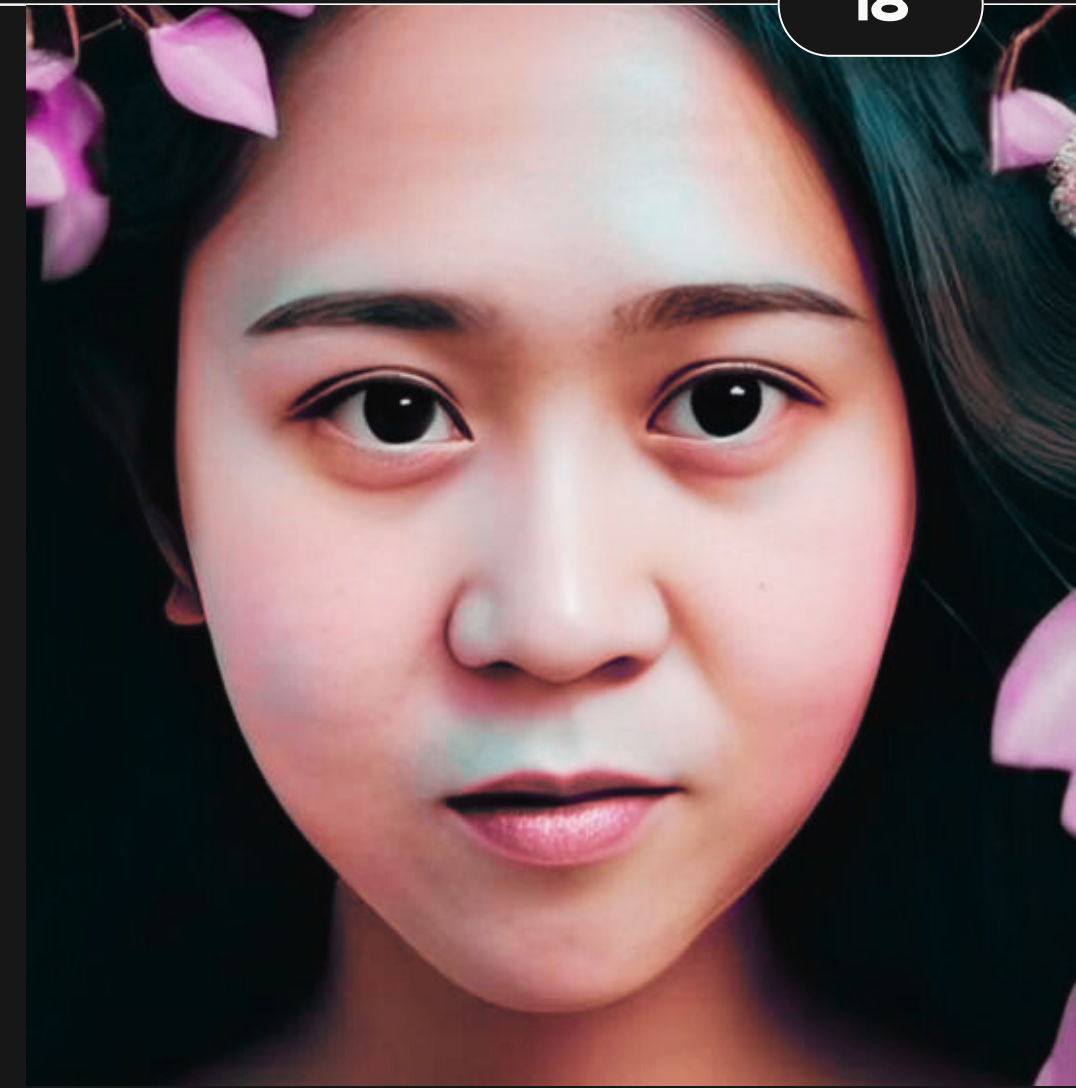
[EMAIL MARKETING DECK](#)

Brand



Tools





GET

In Touch

Lana Andri

2024

