

IZZUL ISLAM PUTRA NUSANTARA

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SUMMARY PROFIL

A **Digital Marketer** transitioning from a role as an Instrument Engineer. Skilled in **data analysis, Google Ads and Meta Ads**, with over 4 years of experience leveraging technology to solve problems and optimize processes. Currently enhancing skills in **Digital Marketing**. Adept at translating data into actionable insights and crafting impactful digital strategies especially in **Paid Ads**

EDUCATION

Dibimbing.id - Bootcamp Digital Marketing Batch 27 (Grade A) *Oct 2024 – May 2025*

- Focused on social media marketing, SEO, Meta & Google Ads, CRM, and digital analytics
- Final Project: Handled a local (UMKM) to grow its business digitally through Google Ads
- Developed performance marketing strategies and optimized conversion funnels

MySkill - Bootcamp Data Analyst Batch 19 (Grade Distinction) *Nov 2024 – Dec 2024*

- Learned data processing and visualization using Excel, SQL, Python, and Google Data Studio
- Created dashboards and presented data-driven insights from real business case studies
- Emphasized business problem solving and storytelling with data

Brawijaya University - Bachelor of Electrical Engineering (GPA 3,68) *Sept 2015 – June 2019*

- Relevant Courses: Power System Analysis, Electric Machines, HV Engineering, Power Electronics, Control Systems
- Vice Head of Automation Division Workshop Committee
- Speaker at Citywide PLC Workshop in Malang

WORK EXPERIENCE AND INTERNSHIP

PT. Petrokimia Gresik – Petrochemical and Fertilizer Company

Instrument Engineer

Dec 2019 – Sept 2024

- Analyzed and interpreted equipment performance data to optimize operational efficiency up to 40%
- Increased performance of water filling in the Water Treatment Plant up to 60%

PT. Pertamina Drilling Services Indonesia – Drilling Services Company (*Internship*)

Electrical Engineer

Jan – Feb 2018

- Creating a Report drawwork and mud pumps in the drilling process at Rig PDSI#31.3/D1500-E
- Prepared a report on auxiliary systems as protection systems for drawwork

TEACHING LAB BRAWIJAYA UNIVERSITY– General Competency Education Program

Basic Electric and Measurement Lab Assistant

Sept 2016 – July 2019

- Provide practicum materials to be carried out & report all practicum activities
- Checking the completeness of laboratory SOP and assessing practicum tasks

AWARDS AND ACHIEVEMENTS

Winner Of IARC Competition 2017 – Institut Teknologi Sepuluh Nopember

- Won the Advanced Category in a PLC competition by solving industrial automation problems using sequential logic converted to ladder diagrams on So Machine Software

Winner Of Siemens Sci-Tech Competition 2017 – Institut Teknologi Sepuluh Nopember

- Excelled in PLC design, assembly, and HMI configuration on Siemens modules.

WORKSHOP AND CERTIFICATION

- **AI-Powered Performance Ads Certification** | *Google Skillshop* | Issued: April 2025 - Expires: April 2026
- **Grow Offline Sales Certification** | *Google Skillshop* | Issued: April 2025 - Expires: April 2026
- **Google Ads Search Certification** | *Google Skillshop* | Issued: April 2025 - Expires: April 2026
- **Inbound Marketing** | *Hubspot Academy* | Issued: April 2025 - Expires: May 2027
- **Full Stack Microsoft Excel Basic to Advance Batch 24** | Published by MySkill | 3 December 2024 - 11 January 2025
- **Workshop Meta Ads** | Published by Adsdukasi | 24 – 25 August 2024
- **Final Project Data Analyst** | Published by MySkill | 6 November 2024 - 20 December 2024

SKILLS

- **Languages:** Bahasa Indonesia (native), English (professional working proficiency)
- **Soft Skills:** Analytical thinking, problem solving, communication, public speaking, time management, team collaboration, adaptability, fast learning
- **Hard Skills:** Google Ads , Meta Ads, Wordpress, SEO , Google Analytics, Google Tag Manager, CRM, email marketing, Canva, CapCut, Microsoft Excel, SQL (basic–intermediate), Google Data Studio