



Randhi Danar Calvindo

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I am experienced in website development and digital marketing with a focus on Web Development, Google Ads, and SEO optimization. With extensive experience in designing and managing websites using WordPress, I have expertise in creating attractive and functional interfaces. I am also experienced in digital marketing strategies, including effective Google Ads campaign management to increase online visibility. In the field of SEO, I master on-page, off-page, and technical SEO techniques to ensure clients' websites are not only attractive but also optimized for high rankings in search engines and increased traffic.

EDUCATION

NAROTAMA UNIVERSITY

Major in Computer Science

Surabaya, Indonesia

2022-2023 (Leave/Cuti)

SMK 17 AGUSTUS 1945

Major in Software Engineering

Surabaya, Indonesia

2016-2019

EXPERIENCE

PT TELEKOMUNIKASI INDOENSIA TBK.

Surabaya, Indonesia

INTERNSHIP

JANUARI 2018 - APRILI 2018

- I am responsible for collecting, verifying, and entering customer data into the system accurately and in a structured manner, ensuring that all information is recorded correctly and updated regularly. In addition, I maintain data confidentiality in accordance with company security standards, perform double-checks to minimize errors, and coordinate with relevant teams.

PT FASCO INTI SOLUSI

Surabaya, Indonesia

SEASONAL - Marketing Staff

OCTOBER 2019 - NOVEMBER 2019

- As a Marketing Staff, I am responsible for promoting the company's products and services directly to customers in the field. My main duties include establishing rapport with clients, conducting product presentations, and gathering feedback from the market to identify new opportunities. I am also involved in planning and executing marketing strategies, including promotional activities and events to increase brand awareness. With good communication skills and a proactive attitude, I am committed to achieving sales targets and expanding the company's customer network.

PT INDOMEDIA UNIVERSAL**Surabaya, Indonesia****FULL TIME - Staff IT****OCTOBER 2021 - FEBRUARI 2022**

- As an IT Staff, I am responsible for the maintenance and development of the company's website, ensuring the site's performance and security are always optimized. My duties also include designing promotional materials, such as posters and menu books, that are attractive and in line with the brand identity. I work closely with the marketing team to implement effective content, and update information and features on the website regularly.

PT DIGITAL TRANSFORMASI UNIVERSAL**Surabaya, Indonesia****FULL TIME - Website Developer & SEO Specialist****SEPTEMBER 2023 - OCTOBER 2024**

- As a Website Developer, I am responsible for designing, developing, and maintaining websites using WordPress. My main tasks include website creation and design of attractive visual assets, as well as filling relevant and quality content. I also optimize on-page, off-page, and technical SEO to improve website visibility and ranking in search engines. In addition, I analyze website data using analytics tools, set up Google Ads for marketing campaigns, and configure Google Tag Manager for effective tracking. I am proactive in resolving issues such as non-indexed pages.

PT SAGS GLOBAL INDONESIA**Surabaya, Indonesia****CONTRACT - Head Of Digital Marketing****June 2025 - Present**

- Design and implement comprehensive digital marketing strategies that align with business objectives.
- Manage, mentor, and direct the marketing team to achieve KPI targets.
- Coordinate across divisions to ensure integration between the brand, restaurant operations, and digital channels.
- Designing various visual materials such as restaurant menus, promotional flyers, menu books, and other branding materials.
- Re-designing websites to be more modern, responsive, and user-friendly.
- Developing monthly promotional concepts and creative campaigns that are relevant to market trends and needs.
- Developing and integrating an easy-to-use online reservation system and increasing conversion rates.
- Conducting site audits, ensuring the website is responsive for mobile devices, and optimizing website speed.
- Managing on-page, off-page, and technical SEO strategies, including quality backlink searches.
- Optimizing Google Business Profile, including implementing GEO and AIO strategies to increase local visibility and AI-powered search.
- Manage and optimize Google Ads and Meta Ads to increase traffic and sales.
- Analyze campaign performance, perform optimizations, and ensure effective and efficient advertising costs.
- Build and develop CRM and email marketing systems to nurture customers and repeat orders.
- Manage customer database collection and implement segmentation for more personalized campaigns.
- Develop marketing automation for efficiency and increased engagement.
- Create monthly and annual content plans with a data-driven approach.

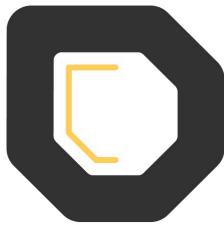
- Collaborate with the Social Media Marketing team to produce creative, informative content that aligns with the brand identity.
- Align online campaigns with restaurant event execution for integrated marketing results.
- Strategically design monthly promotional ideas based on customer behavior data.
- Manage promotional events and ensure synchronization with digital channels to maximize brand awareness and revenue.

CERTIFICATION & ACTIVITIES

- Certificate of Programing Technician on Badan Nasional Sertifikasi Profesi - (2019 - 20221)
- Certificate of Fundamentals of digital marketing on Google - 2019
- Certificate of Cybersecurity: Strategi Penanganan Deface Judi Online Pada Wordpress on IDWebhost - 2024
- Certificate of SEO on HubSpot Academy - (April 2025 - May 2026)
- Certificate of Social Media Marketing on HubSpot Academy - (May 2025 - June 2027)
- Certificate of Social Media Marketing II on HubSpot Academy - (May 2025 - June 2027)
- Certificate of How to Boost Lead Generation with SEO on Semrush - (May 2025 - May 2026)
- Certificate of How to Plan a Magnetic Content Strategy Using Semrush on Semrush - (May 2025 - May 2026)

SKILLS

- **All Skill:** WordPress Development, Website design UI/UX, Web Performance Optimization, Mobile & Desktop Responsiveness, Figma, Google Tag Manager Setup, Google Ads, Meta Ads, Adobe Illustrator, SEO on Page, SEO off Page, SEO Technical, Canva, Capcut, Management Hosting, HTML, CSS, PHP, Site Audit, SEMrush, Google Analytic, Google Search Console, Team Leadership, Teamwork, Problem Solving.
- **Languages:** English, Bahasa Indonesia



PT. DEUS DIGITAL TRANSFORMASI UNIVERSAL

Jln. Darmo Indah Timur X Blok Q 12 Surabaya, 60187

SURAT PENGALAMAN KERJA

No. 001/HRD/SPK/DC/IX/2024

Yang bertanda tangan di bawah ini:

Nama : Junaidi Sutanto, S.Kom.
Jabatan : Pimpinan PT. Deus Digital Transformasi Universal
Alamat : Jln. Darmo Indah Timur X Blok Q No. 12, Surabaya, Jawa Timur

Dengan ini menerangkan bahwa:

Nama : Randhi Danar Calvindo
Alamat : Jln. Bratang Gede 6F No. 21

Telah bekerja di perusahaan kami terhitung sejak tanggal 01 September 2023 hingga tanggal 30 September 2024 dengan jabatan terakhir sebagai **Website Developer**. Selama bekerja, sdr. Randhi Danar Calvindo telah menunjukkan kinerja yang baik, bertanggung jawab, dan berdedikasi terhadap tugas-tugas yang diberikan.

Sebab yang bersangkutan mengundurkan diri, untuk itu perusahaan mengucapkan terima kasih atas kontribusi yang diberikan selama bekerja di **Deus Code**.

Demikian surat pengalaman kerja ini kami buat dengan sebenarnya, untuk dapat dipergunakan sebagaimana mestinya.

Surabaya, 07 Oktober 2024

Yang menerangkan,

Pimpinan

Junaidi Sutanto, S.Kom.