



# JOHAN KRISTIAWAN

[johankristiawan.com](http://johankristiawan.com)

I am 20 years old, domiciled in Surakarta and have skills in digital marketing strategy, social media, SEO, and data analysis. Expertise in creative thinking and generating innovative ideas for effective marketing campaigns. I have good communication skills and am able to deliver marketing messages clearly and effectively. I also have good project management skills, adaptive individual, always ready to learn new things, and good teamwork.

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## EDUCATION

### INDONESIA INSTITUTE OF ART SURAKARTA

2021 - NOW

PHOTOGRAPHY

### SMKN 1 BOYOLANGU

2019 - 2021

MULTIMEDIA

## PERTINENT COURSES

- > **Digitalent** Product Management
- > **HabisKerja** Business Analyst
- > **Digitalent** Full Stack Developer
- > **Progate** HTML & CSS Course
- > **GOOGLE** UX Design Course

## ACHIEVEMENT

- > **ARTrepreneur** Winner ISI Surakarta Innovation and business entrepreneurship competition (2022)
- > **PRAWIRA** Winner ISI Surakarta Innovation and business entrepreneurship competition (2023)

## SKILLSET

### SOFTWARE

- > Google Analytics
- > Facebook Ads Manager
- > Adobe Creative Suite (Priemer Pro, Photoshop, Lightroom, Illustrator)
- > Wordpress
- > Web SEO Optimization
- > Content Copywriting

### METHODS & LANGUAGES

- > Understanding Customer / Client
- > Research & Problem Solving
- > Have a good responsibility
- > Work creatively

## WORK EXPERIENCE

### INTANAKA | DIGITAL MARKETING

2023

- > Focused on content plan, editing, production
- > Analysis market data and processing to get best marketing content
- > Make daily content for social media
- > SEO and web optimize (Wordpress)

### FIVERR FREELANCER | UIUX DESIGNER

2022

- > Focused on user requirements, interaction analysis, user testing, and prototype development
- > Ensure the suitability of the design with the company's business strategy
- > Focused on make High Quality desktop & mobile app interface design

### RUMAH PUTIH COFFEE SHOP | CREATIVE CONTENT LEADER

2021

- > Focused on make High Quality Content for social media
- > Product design, product innovation
- > Marketing plan, market analysis and validation

### CHRONICLE COFFEE AND EATS | CONTENT CREATOR

2021

- > Make High Quality Content for social media
- > Social media marketing and branding
- > Focused on customer experience and behaviour

### AFTERMOON CORP | PHOTOGRAPHER

2020 - 2021

- > Focused on WEDDING & PREWEDDING Photography
- > Make social media content, marketing and company branding

### AFTERMOON CORP | PHOTOGRAPHER INTERN

2019 - 2020

- > Focused on WEDDING & PREWEDDING Photography
- > Learn Directing, Processing, Editing, Marketing
- > Learn how to make high quality content for social media and marketing