

Muhammad Al Faris

DIGITAL MARKETING SPECIALIST

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A digital marketing professional with over 4 years of experience, skilled in various digital marketing channels, including SEO, SEM, social media, email marketing, content, and analytics. Proven ability to design effective marketing strategies, enhance brand awareness, and optimize conversions. Data-driven and results-oriented, with a high adaptability to trends and technological advancements.

Experience

PT Grinviro Biotekno Indonesia | Performance Marketing **October 2024 - Current**

- Creating SEO-friendly content planning and optimizing both On-Page and Off-Page SEO to ensure targeted keywords reach page one on Google.
- Managing digital campaigns on Meta & Google Ads, including Pixel and Google Tag Manager (GTM) setup, targeting, A/B testing, optimization, and monthly reporting.
- Building high-conversion landing pages using the WordPress content management system.
- Managing digital campaigns on Meta & Google Ads from Pixel and GTM setup to targeting, A/B testing, optimization, and comprehensive monthly reports.

PT Bits Miliartha | Digital Advertiser **March 2022 - April 2024**

- Managing digital campaigns on Meta & Google Ads from Pixel and GTM setup to targeting, A/B testing, optimization, and comprehensive monthly reports.
- Developing marketing strategies, managing budgets, and creating plans to boost awareness and traffic.
- Successfully reduced CPC by 15% and increased conversions across all objectives.

Education

Islamic State University of Sunan Ampel

September 2017 - January 2021

Bachelor Degree Islamic Communication & Broadcasting, IPK 3,60/4.0

Research Title: “Islamic Communication Strategies in Moral Development through Pencak Silat Pagar Nusa Activities (A Phenomenological Study of Edmund Husserl at the Pagar Nusa Training Center in Gresik)”

Skills & Abilities

- Meta & Google Ads
- CMS Wordpress
- Google Analytics
- Google Tag Manager
- Google Search Console
- Adobe Photoshop
- Editing Video
- Search Engine Optimization

Certification

- Fundamentals of Digital Marketing by Digitademy (2022)
- Mini Course Digital Marketing by RevoU (2022)
- Search Engine Optimization by Camp404 (2022)
- Social Media Organic Batch 4 by Belajarlagi (2022)
- Information and Communication Technology by UIN Sunan Ampel (2020)
- Writing Advertisement Copywriting for Advertising Specialists by KEMNAKER (2021)
- Creating Promotional Content for the Writing Profession in the Digital Era by LPK GeTI (2021)