

RANDY PUTRA

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Technical Skills

- **Technologies:** HubSpot, Excel (Pivot tables, VLOOKUP)
- **Languages:** HTML, SQL, C, Java
- **Others:** Windows, MS Office Suite, Excel, Canva, Adobe, and Google Studio

Education

Humber College Toronto, ON
Bachelor of Commerce, Digital Business Management Class of 2024

- **Highlights:** Indonesian Students Association committee, Digital Business Management Students Association
- **Relevant Coursework:** Databases and Web Development, Introductory Financial Accounting, Business Data Analytics, Statistics & Economics, Software Engineering, Digital Marketing

Professional Experience

Digital Marketing Intern April 2023 – August 2023
Hispanic Canadian Arts and Cultural Association Toronto, ON

- Analyzed current trends and created content for various social media platforms, including Facebook (15% engagement increase), YouTube, Twitter (10% follower growth), and Instagram (20% increase in post reach).
- Optimized the website's SEO, resulting in a 30% increase in web traffic for July and a 15% rise in organic search rankings over 3 months.
- Successfully optimized SEM, social media marketing, and content marketing, contributing to a 27% increase in website clicks and a 34% boost in social media conversions.
- Utilized SEO tools (such as Google Analytics and SEMrush) to inform marketing strategies, which led to a 35% improvement in overall website visibility and a 30% reduction in bounce rate.

Marketing and Promotion Assistant February 2022– May 2023
Ontario Pop Orchestra Toronto, ON

- Utilized SEO optimization tools, resulting in a 25% increase in event page visibility and a measurable improvement in ROI by 13% for promotional campaigns.
- Promoted event pages to a targeted demographic, contributing to a 17% growth in event attendance and brand exposure across the community.
- Successfully developed and maintained marketing campaigns, increasing target reach by 38% through strategic planning and execution.
- Engaged with audiences across social media platforms, achieving a 22% increase in follower growth on Facebook, Instagram, and Twitter and improving engagement rates on posts by 18%.

Volunteer

Treasurer January 2022 – April 2023
Indonesian Student Association Humber Etobicoke, ON

- Successfully managed liquidity risk and ensured optimal cash flow, reducing potential shortfalls by 20%.
- Consistently monitored and reported cash flow, processing over 50 transactions accurately.
- Developed and implemented a comprehensive expense budget and financial forecast for a large-scale event with 50+ attendees, staying within a \$500 budget.

Project

Dixie Curling Club's Capstone project | *WordPress, Adobe, HubSpot, Google Analytics* January 2024 – April 2024

- Implemented SEO strategies that improved search engine rankings by 40%, making the club more discoverable and attracting new members and visitors online.
- Monitored and analyzed user behavior through Google Analytics, identifying key trends that led to a 50% increase in user engagement across the website.
- Designed promotional posters for over 10 major club events, contributing to greater member turnout and participation, with several events seeing a 15% rise in attendance.