

PUTU NARAYAN ASTA NYANA

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Digital marketing professional with experience in e-commerce strategy, marketing systems, and data-driven optimization. Skilled in managing digital platforms, marketing tools, and performance analytics, with a strong focus on improving online visibility and conversion. I combine e-commerce strategies and generative AI tools to optimize workflows, enhance campaigns, and drive measurable growth.

EDUCATION

Polytechnic of Bali

Bachelor of International Business Management | GPA : 3.66/4.00

Badung, Bali

Aug 18 - Aug 22

WORK EXPERIENCE

PT. Pertama Marketing Agency

Digital Marketing

Badung, Bali

August 2025 - Current

- Plan, execute, monitor, and report social media performance across Instagram, LinkedIn, and TikTok, including content optimization and continuous improvement strategies
- Analyze website traffic and user behavior using Google Analytics to support data-driven marketing decisions
- Monitor and evaluate paid advertising performance across Meta Ads, Google Ads, TikTok Ads, and LinkedIn Ads, ensuring campaigns run effectively and align with business goals
- Collaborate closely with Pertama Management (sister company and key client) to support short-term rental businesses and improve overall booking conversion
- Provide strategic recommendations related to OTAs, Booking Engines, Channel Managers, and Property Management Systems (PMS)
- Work hand-in-hand with the E-commerce and Revenue teams of Pertama Management to optimize digital presence, pricing visibility, and conversion performance

PT. Pertama Stay Bali (Pertama Management)

E-Commerce & Marketing Coordinator

Badung, Bali

April 2024 - August 2025

- Coordinating property photoshoots for new client leads to ensure high-quality visual content for marketing purposes.
- Creating and optimizing property listings across major OTAs (Airbnb, Booking.com, Expedia, Ctrip, Tiket.com) to maximize visibility and bookings.
- Operating and syncing the Booking Engine and Channel Manager, managing promotions in collaboration with the E-commerce and Revenue teams.
- Collaborating with the Tech team on the development of the in-house Property Management System (PMS), both app and web-based versions.

- Designing on-brand marketing collaterals for each property, including digital and print assets, and producing mockups for visual projections.
- Working closely with the Social Media team to plan and create engaging content aligned with the brand and marketing strategy.

PT. Omni Hotelier Internasional (Omni Hotelier)
Business Development Executive

Badung, Bali
Oct 2022 - Apr 2024

- Introduced and demonstrated Omni Hotelier’s hospitality software (Booking Engine, Channel Manager, PMS) to hotels and property owners.
- Built strategic B2B partnerships to expand market reach and product adoption.
- Provided client support, resolving issues related to Booking Engine and OTA integration.
- Conducted market research and contributed to marketing strategy to drive product growth and customer acquisition.

Qolaq Foundation
Business Development

Jakarta (remote)
Aug 2022 - Nov 2022

- Promoted product and brand awareness within Web3 communities through outreach and education.
- Built partnerships and expanded user reach in the decentralized insurance space
- Supported marketing efforts and aligned outreach with product goals.
- Gathered market and user insights to improve positioning and engagement strategies.

SKILLS

Technical Skills : Hospitality System, OTA’s, Meta Ads, Google Analytic, Google Ads, TikTok Business
Soft Skills : Sales Communications, Business Presentation, Group Leadership, Human Management.

SERTIFICATIONS

Digital Marketing and Media Foundations Certification

Course and Test by **Google Digital Garage**.

- Credential ID: NLX 68V PUH

Fullstack Digital Marketing

Two month intensive Digital Marketing bootcamp & project mentoring
 by **MySkill.id**.

- November 21, 2022 – January 9, 2023
- Issued Jan 2023
- Credential ID 14386/DGM/LM/01/2023

Google Analytics for Beginners - Master Google Analytics

Course by Udemy

- Issued Dec, 25th 2022
- Credential ID UC-9a18720d-f7e2-40a0-a691-09ffd4262344

Test of English International Communication (TOEIC)

Listening and reading test for english international communication by

PT. International Test Center.

- Total Score : 475

Survival English

Listening, reading, speaking and writing by **LSK-BIG. March, 8th 2022**

- Total Score : 81.13