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 πstrategies and generative AI tools to optimize workflows, enhance campaigns, and drive measurable growth.

EDUCATION

Polytechnic of Bali — **Badung, Bali**
Bachelor of International Business Management | GPA : 3.66/4.00 — **Aug 18 - Aug 22**

WORK EXPERIENCE

PT. Pertama Marketing Agency — **Badung, Bali**
Digital Marketing — **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) — **Badung, Bali**
E-Commerce & Marketing Coordinator — **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) **Badung, Bali**
Business Development Executive **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 **Jakarta (remote)**
Business Development **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 Comunications, 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