RAMA SUGIHARTO, S.T.

Marketing Technology & Digital Growth

Marketing Technology and Digital Marketing professional with 10+ years of experience driving digital growth through SEO, SEM, AI-powered marketing, product management, analytics, and automation. Experienced in leveraging GA4, GTM, Google Ads, Meta Ads, WordPress, and Generative AI to optimize customer journeys, improve acquisition and retention, and deliver measurable business growth across digital ecosystems.

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0896-5444-4487

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@sugirama

Website.
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Address.
Citragran Cibubur, Kota Bekasi.

https://linkedin.com/in/sugirama/

SKILLS

Digital Marketing & Martech:
SEO, SEM, Google Ads, Meta Ads, TikTok Ads, CRM, Marketing Automation, Lead Generation, Customer Journey, Conversion Optimization, Funnel Optimization, Attribution, AEO, GEO, Generative AI, Event Tracking.

Analytics & Data:
GA4, Google Tag Manager, Firebase, Mixpanel, Google Search Console, Looker Studio.

Development & CMS:
HTML, CSS, PHP, SQL, WordPress.

Project Management & QA:
Agile, Scrum, JIRA, ClickUp, Notion, Confluence, Postman, Selenium, Katalon Studio.

AI & Design Tools:
ChatGPT, Claude, Gemini, Cursor AI, Perplexity, Microsoft Copilot, GitHub Copilot, Canva, Adobe Photoshop, Adobe Illustrator.

EDUCATION

2005- 2013
Bachelor of Informatics Engineering
Major in Computer Networks · Trisakti University

LICENSES & CERTIFICATIONS

2025 | Coursera (Atlassian)
Agile with Atlassian Jira

2025 | Coursera (Microsoft)
Microsoft Project Management

2025 | Coursera (IBM)
IBM IT Scrum Master

2025 | Coursera (IBM)
IBM Product Owner

2025 | Skillshop (Google)
Google Analytics Certification

2025 | Skillshop (Google)
Google Ads Apps Certification

2025 | Skillshop (Google)
AI-Powered Performance Ads Certification

WORK EXPERIENCE

PT RICH (AyoSatu Indonesia)
Digital Marketing Specialist (June 2026 – Current)

- Led digital marketing across multiple AyoMuslim ecosystem platforms to drive growth and brand awareness.
- Executed SEO, SEM, Google Ads, Meta Ads, and TikTok Ads to improve acquisition and conversions.
- Implemented GA4, GTM, Search Console, Meta Pixel, and tracking systems for accurate marketing attribution.
- Leveraged Generative AI, AEO, and GEO to enhance content strategy and search visibility performance.
- Built dashboards, CRM, and marketing automation systems to improve engagement, retention, and insights.
- Optimized customer journeys and conversion funnels through CRO, landing pages, and cross-functional collaboration.

PT Ekonomi Sirkular Indonesia (Surplus Indonesia)
Marketing Technology • Product Owner • QA
(September 2023 - June 2026)

- Implemented marketing technology stack (CRM, SEO, GA4, GTM, Search Console, analytics, automation) to support scalable growth.
- Executed SEO strategies (technical, on-page, off-page) to improve organic visibility and website performance.
- Managed Google Ads, Meta Ads, email marketing, and automation workflows to optimize campaign performance and ROI.
- Optimized customer journey and conversion funnels through data-driven collaboration with product and engineering teams.
- Delivered dashboards, reports, and insights to support data-driven decision-making and performance tracking.
- Defined product roadmap and backlog, translated requirements into user stories, and led Agile Scrum delivery.
- Led QA processes including manual/API testing, UI/UX validation, cross-browser testing, and defect management using JIRA & Postman.

PT Dimensi Internasional Tax (DDTC Indonesia)

Product Owner (January 2020 - September 2023)

- Defined product backlog aligned with business goals, user needs, and stakeholder priorities.
- Translated business requirements into user stories, acceptance criteria, and product roadmaps.
- Led end-to-end product development to deliver features aligned with business objectives.
- Improved development efficiency by removing bottlenecks and strengthening cross-functional collaboration.
- Facilitated Agile Scrum ceremonies to deliver high-quality product increments and continuous improvements.
- Aligned product vision, feature priorities, and stakeholder expectations with strategic business goals.

DevOps (January 2019 – December 2019)

- Managed CI/CD pipelines and deployment workflows to improve release efficiency and delivery speed.
- Monitored system performance, availability, and scalability to ensure reliable production environments.
- Implemented version control, build automation, and environment management best practices.
- Collaborated with development and QA teams to streamline integration, testing, and software delivery.
- Improved deployment reliability through automation, monitoring, and security enhancements.

Socmed | SEOxSEM (January 2018 – December 2018)

- Managed social media campaigns to increase brand awareness, engagement, and audience growth.
- Executed technical, on-page, and off-page SEO to improve organic visibility and traffic.
- Managed Google Ads campaigns to increase targeted traffic, conversions, and campaign performance.
- Analyzed campaign performance to optimize ROI through data-driven marketing insights.
- Conducted competitor analysis and partnered with content teams to improve search visibility.

Web Developer (January 2017 – December 2017)

- Developed corporate websites, portals, and custom WordPress CMS solutions for multiple business units.
- Built custom WordPress themes and plugins to improve functionality, SEO, and user experience.
- Developed DDTCNews and managed structured content publishing workflows.
- Engineered DDTC Tax Engine using CodeIgniter for intelligent document indexing and search.
- Designed REST APIs and backend features for scalable, modular web applications.
- Optimized website performance through responsive design, caching, SEO, and cross-browser compatibility.
- Developed backend modules and database structures using PHP, CodeIgniter, and MySQL.
- Integrated third-party services and APIs to extend website functionality and improve system interoperability.
- Collaborated with cross-functional teams to deliver secure, scalable, production-ready digital solutions.

PT Dharma Harapan Raya (Discovery Hotels & Resorts)

Web Developer & Social Media (January 2015 - January 2017)

- Developed corporate hotel websites using WordPress with custom themes and tailored layouts.
- Developed and maintained hotel websites across properties managed by Discovery Hotels & Resorts.
- Integrated booking engines to deliver seamless online reservation experiences.
- Customized WordPress plugins and booking workflows for hotel-specific business requirements.
- Designed responsive, user-friendly interfaces with cross-browser and cross-device compatibility.
- Optimized website performance, SEO, and page speed to improve search visibility.
- Managed website content, landing pages, and promotional campaigns through WordPress CMS.
- Configured multilingual websites and dynamic content for multiple hotel properties.
- Implemented Google Analytics to monitor traffic, user behavior, and booking conversions.
- Collaborated with marketing and hotel operations to enhance digital campaigns and direct bookings.
- Maintained website security, performance, and technical support for internal stakeholders.

Pelican Hotel Solutions

Web Developer & Social Media (January 2014 – January 2015)

- Assisted in developing and maintaining hotel websites using CMS and custom web technologies.
- Developed websites for multiple hotels managed by Pelican Hotel Solutions.
- Built responsive, brand-aligned websites for hospitality clients and business partners.
- Integrated booking engines and APIs to support seamless online reservation experiences.
- Customized booking workflows, including room availability, pricing, and confirmation processes.
- Tested, deployed, and maintained booking features across multiple hotel websites.
- Optimized website performance, responsive design, and cross-browser compatibility.
- Provided technical support for content management, booking systems, and website maintenance.
- Collaborated with clients and internal teams to deliver branding-focused website enhancements.
- Supported digital marketing through social media integration, tracking tools, and booking optimization.

REFERENCES

Adi Asriadi | 0815-1099-9444
Mobile Application Marketing Senior Manager,
Home Credit Indonesia

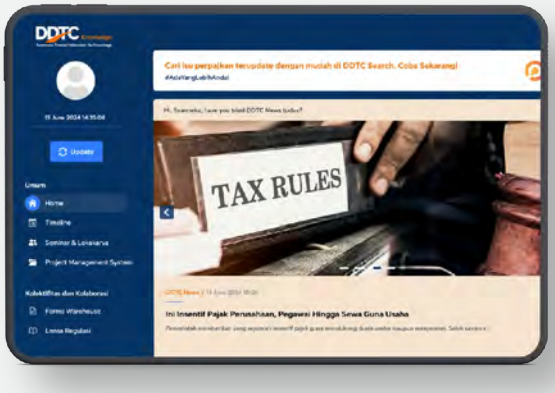
Donny Riantori | 0819-0890-8398
CTO, AyoSatu Indonesia

Diko Bagda Anggara | 0812-1924-2434
CTO, Surplus Indonesia

Portfolio (Product & SEO x SEM)

DDTC Intranet | 2021

DDTC Intranet is an enterprise collaboration platform for internal communication, project management, and knowledge sharing. As **Product Owner**, I managed product strategy, backlog prioritization, and Agile delivery while collaborating with cross-functional teams to develop user-focused features. I improved workflow efficiency, collaboration, and user experience through continuous product enhancements.

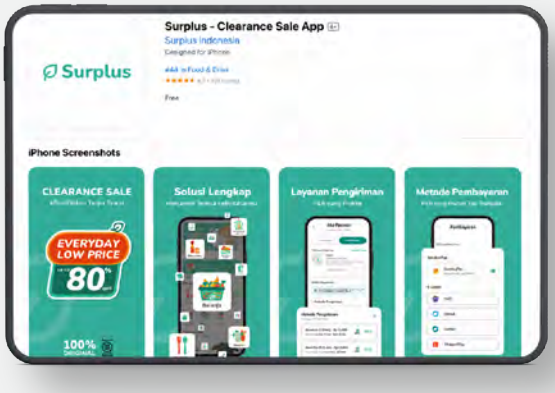


Perpajakan.id | 2021

Perpajakan.id is a web-based tax research platform that provides access to tax regulations, articles, and professional reference materials in Indonesia. As **Product Owner**, I defined product strategy, prioritized the backlog, and led Agile delivery with cross-functional teams. I collaborated with stakeholders to improve search functionality, content accessibility, and user experience while delivering continuous product enhancements that strengthened digital tax research and knowledge management.

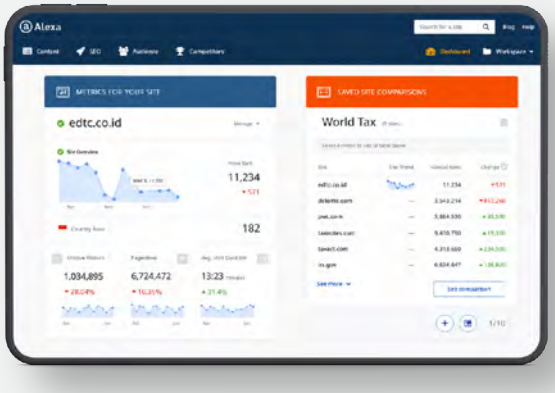
Surplus - Clearance Sale App | 2024

Surplus – Clearance Sale App is a mobile platform that reduces food waste by connecting consumers with restaurants, cafés, hotels, and local businesses offering surplus food at discounted prices. As a **Marketing Technology Specialist**, I optimized the digital marketing ecosystem through SEO, CRM, marketing automation, analytics, and campaign tracking. I implemented GA4, Google Tag Manager, and performance dashboards to improve customer acquisition, retention, conversion optimization, and data-driven decision-making that supported sustainable business growth.



Alexa Rank ddtc.co.id | 2018 - 2021

Alexa Rank Improvement – **ddtc.co.id** focused on increasing website authority, organic visibility, and search performance through strategic SEO initiatives. As a **Digital Marketing Specialist**, I executed keyword research, technical and on-page SEO, backlink strategies, content optimization, and performance analysis. I collaborated with editorial and development teams to improve search rankings, increase organic traffic, and strengthen DDTC's digital presence between 2018–2021.

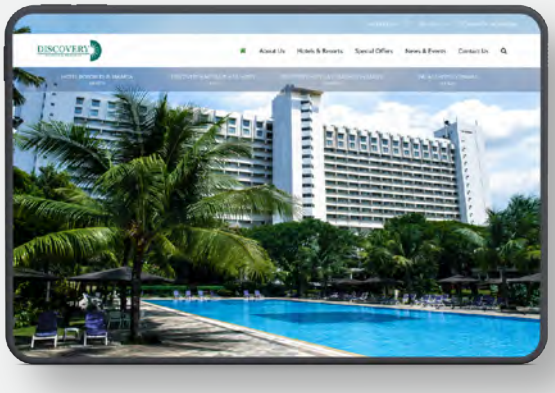


Pijar Academy ID | 2025

Pijar Academy is an online learning platform that provides industry-focused courses for professional skill development. As an **SEO & Digital Marketing Consultant**, I conducted SEO audits, keyword research, competitor analysis, and technical SEO to improve organic search performance. I developed optimization strategies and data-driven recommendations that increased website visibility, organic traffic, search rankings, and user engagement.

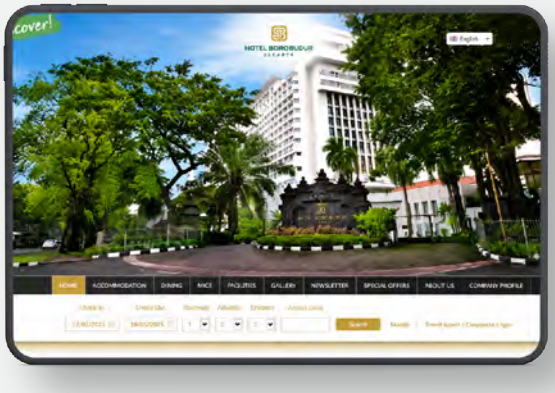
Portfolio (Web Design & Development)

Discovery Hotels & Resorts | 2015



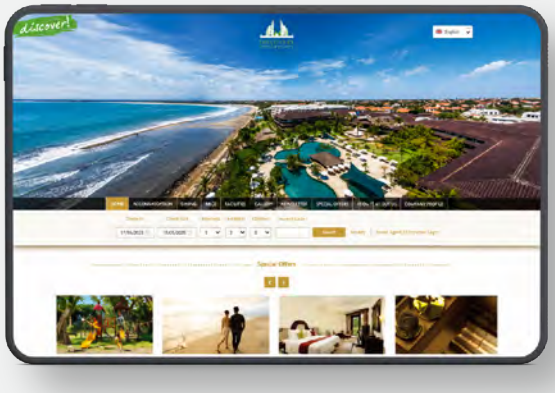
As a **Web Developer & Digital Marketing** professional, I developed and optimized hospitality websites with a focus on responsive design, booking engine integration, website performance, and SEO. I collaborated with marketing, sales, and hotel operations teams to improve user experience, online visibility, and direct bookings. I managed website content, landing pages, Google Analytics, technical SEO, page speed optimization, and ongoing maintenance to deliver secure, high-performing digital platforms.

Hotel Borobudur Jakarta | 2015



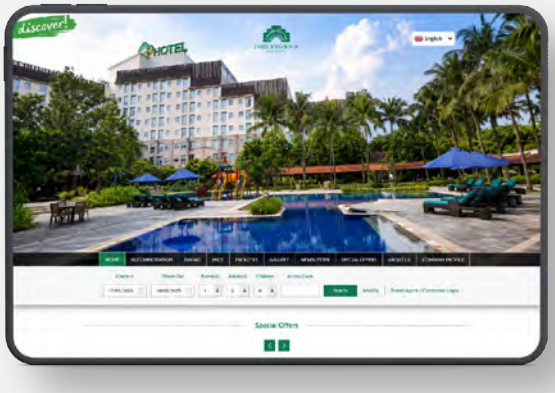
Hotel Borobudur Jakarta is a five-star luxury hotel and one of Indonesia's leading hospitality destinations. As a **Web Developer & Digital Marketing** professional, I developed and optimized the hotel's website using WordPress and custom web technologies. I collaborated with marketing and hotel operations teams to improve website performance, SEO, user experience, booking integration, and digital content, increasing online visibility and supporting direct booking growth.

Discovery Kartika Plaza Hotel | 2015



Discovery Kartika Plaza Hotel is a five-star beachfront resort in Kuta, Bali, renowned for its luxury accommodations and authentic Balinese hospitality. As a **Web Developer & Digital Marketing** professional, I developed and optimized the hotel's website through responsive design, booking engine integration, SEO, and performance optimization. I collaborated with marketing and operations teams to improve digital content, user engagement, and online visibility, supporting direct booking growth and overall digital performance.

Discovery Hotel & Convention Ancol | 2015



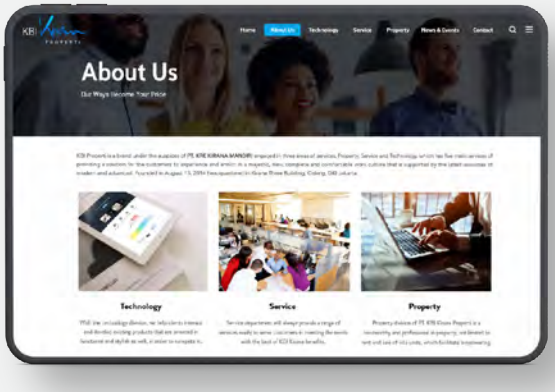
Discovery Hotel & Convention Ancol is a modern waterfront hotel in Jakarta's Ancol Dreamland, offering premium accommodations and convention facilities. As a **Web Developer & Digital Marketing** professional, I developed and optimized the hotel's website through responsive design, booking system integration, SEO, and performance optimization. I collaborated with marketing teams to manage digital content, enhance online visibility, and support direct booking growth through targeted digital campaigns.

Palace Hotel Cipanas | 2015

Palace Hotel Cipanas is a four-star mountain resort beside the Presidential Palace, offering modern facilities and scenic mountain views. As a **Web Developer & Digital Marketing** professional, I developed and optimized the hotel's website through responsive design, SEO, booking system integration, and performance optimization. I collaborated with marketing teams to manage digital content, improve online visibility, and support direct booking growth through targeted digital marketing initiatives.

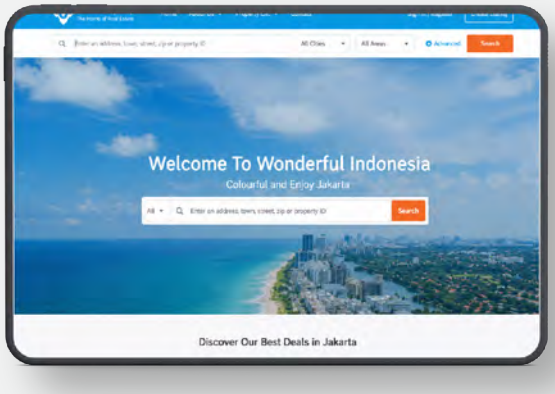
PT Klik Utama Mandiri | 2016

PT Klik Utama Mandiri is a technology company specializing in property, services, and digital solutions for businesses and communities. As a **Web Developer & Digital Marketing** professional, I developed and optimized corporate websites through responsive design, SEO, and performance optimization. I collaborated with cross-functional teams to manage digital content, develop landing pages, and support marketing initiatives that increased online visibility, generated leads, and drove business growth.



Klik Property | 2016

Klik Property is a digital property platform that helps users discover and compare millions of apartment listings through a map-based search experience. As a **Web Developer & Digital Marketing** professional, I developed and optimized the platform through responsive design, SEO, Google Maps integration, and performance optimization. I collaborated with cross-functional teams to improve property listings, develop landing pages, and support digital marketing initiatives that increased online visibility, lead generation, and user engagement.

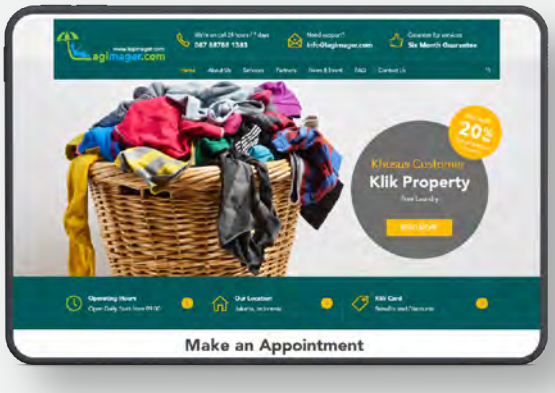


Bangaroo | 2016

Bangaroo.id is an online apartment rental marketplace that connects renters and landlords through a transparent, user-friendly platform. As a **Web Developer & Digital Marketing** professional, I developed and optimized the platform through responsive web development, SEO, and performance optimization. I collaborated with cross-functional teams to improve property listings, develop landing pages, and support digital marketing initiatives that increased online visibility, lead generation, and user engagement.

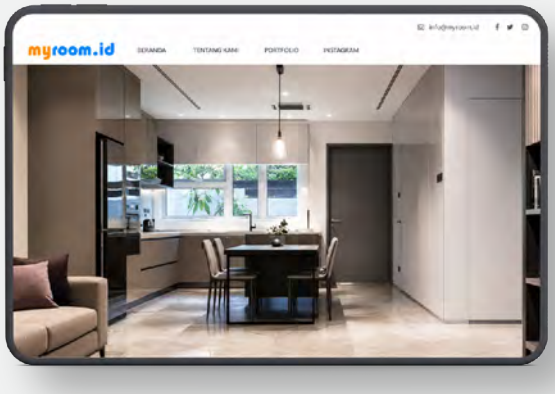
Lagimager.com | 2016

Lagimager.com is a digital platform providing professional cleaning, housekeeping, and janitorial services for residential and commercial properties. As a **Web Developer & Digital Marketing** professional, I developed and optimized the company website through responsive design, SEO, and performance optimization. I collaborated with marketing teams to improve digital content, create service landing pages, and support marketing initiatives that increased brand visibility, customer inquiries, and service bookings.



Myroom.id | 2016

Myroom.id is a digital property platform that simplifies searching and booking rooms, apartments, and residential properties across Indonesia. As a **Web Developer & Digital Marketing** professional, I developed and optimized the platform through responsive web development, SEO, booking system integration, and performance optimization. I collaborated with cross-functional teams to improve property listings, develop landing pages, and support digital marketing initiatives that increased online visibility, user acquisition, and conversion rates.



Kantor Imigrasi Kelas II Karawang | 2016

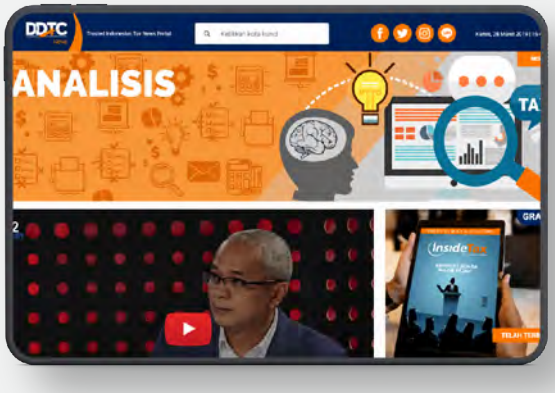
Kantor Imigrasi Kelas II Karawang is an Indonesian government institution providing immigration services across the Karawang and Purwakarta regions. As a **Web Developer & Digital Marketing** professional, I developed and optimized the institution's website through responsive design, accessibility, SEO, and performance optimization. I collaborated with internal stakeholders to manage digital content, improve user experience, and strengthen online public services through reliable and accessible information delivery.

DDTC Indonesia | 2017

DDTC Indonesia is a leading tax research, consulting, and education institution recognized as one of Indonesia's most trusted taxation authorities. During my seven-year tenure, I progressed from **Web Developer to Digital Marketing, DevOps Engineer**, and **Product Owner & Scrum Master**. I developed digital platforms, optimized SEO and website performance, automated deployment processes, and led Agile product delivery. I collaborated with cross-functional teams to build scalable digital solutions that improved operational efficiency, user experience, and business value.

DDTCNews | 2017

DDTCNews is Indonesia's leading online taxation news portal, delivering trusted news, expert analysis, and educational content for tax professionals and businesses. As a **Web Developer, Digital Marketing, DevOps Engineer,** and **Product Owner**, I developed and enhanced the platform through SEO, performance optimization, deployment automation, analytics integration, and Agile product delivery. I collaborated with cross-functional teams to improve user experience, content discoverability, and overall platform performance.



DDTC Tax Engine | 2017

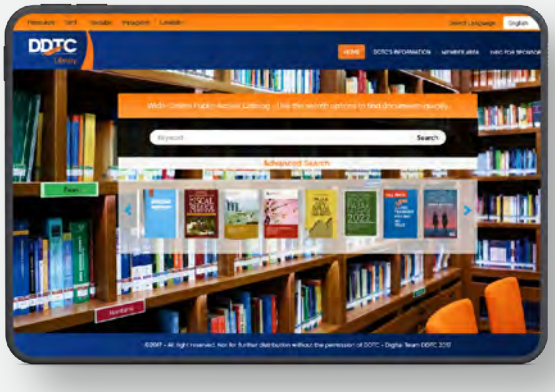
DDTC Tax Engine is Indonesia's leading web-based tax research platform, enabling users to search, compare, and access comprehensive taxation regulations. As a **Web Developer, DevOps Engineer,** and **Product Owner**, I developed and enhanced the platform through feature planning, performance optimization, deployment automation, analytics integration, and Agile product delivery. I collaborated with cross-functional teams to build a scalable, reliable, and user-centric platform that improved search capabilities and digital research experiences.

DDTC Library | 2017

DDTC Library is a digital knowledge platform providing access to extensive tax, legal, academic, and reference materials in both print and digital formats. As a **Web Developer, DevOps Engineer,** and **Product Owner**, I developed and enhanced the platform through performance optimization, search functionality, content management, and Agile product delivery. I collaborated with cross-functional teams to improve content accessibility, enhance user experience, and deliver scalable digital solutions for knowledge management.

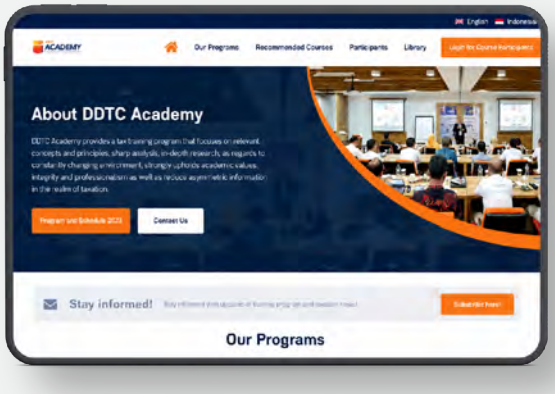
DDTC Perpustakaan | 2017

DDTC Perpustakaan is a digital library platform providing access to comprehensive tax, legal, academic, and reference materials in both print and digital formats. As a **Web Developer, DevOps Engineer**, and **Product Owner**, I developed and enhanced the platform through performance optimization, search functionality, content management, and Agile product delivery. I collaborated with cross-functional teams to improve information accessibility, enhance user experience, and deliver scalable digital solutions for knowledge sharing.



DDTC Academy | 2020

DDTC Academy is a professional tax education platform delivering research-based training, expert insights, and practical learning experiences. As a **Web Developer, DevOps Engineer,** and **Product Owner**, I developed and enhanced the platform through performance optimization, content management, deployment automation, and Agile product delivery. I collaborated with cross-functional teams to improve online learning, user engagement, and operational efficiency through scalable digital solutions.



ATPETSI | 2020

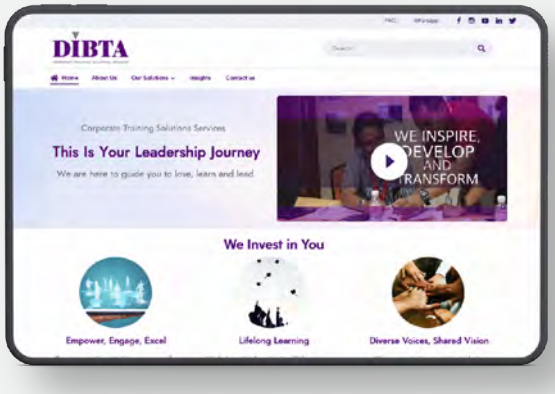
ATPETSI (Asosiasi Tax Center Perguruan Tinggi Seluruh Indonesia) is a national organization that connects tax centers across Indonesian universities to advance tax education, research, and public outreach. As a **Web Developer**, I developed and enhanced the organization's digital platform through performance optimization, content management, and responsive web development. I collaborated with stakeholders to improve information accessibility, strengthen institutional collaboration, and support knowledge sharing through scalable digital solutions.

PERTAPSI | 2022

PERTAPSI (Perkumpulan Tax Center dan Akademisi Pajak Seluruh Indonesia) is a national professional organization that advances tax education, research, and knowledge sharing among universities, tax professionals, and the public. As a **Web Developer**, I developed and enhanced the organization's digital platform through performance optimization, content management, and responsive web development. I collaborated with stakeholders to improve information accessibility, strengthen member engagement, and deliver scalable digital solutions that supported institutional collaboration.

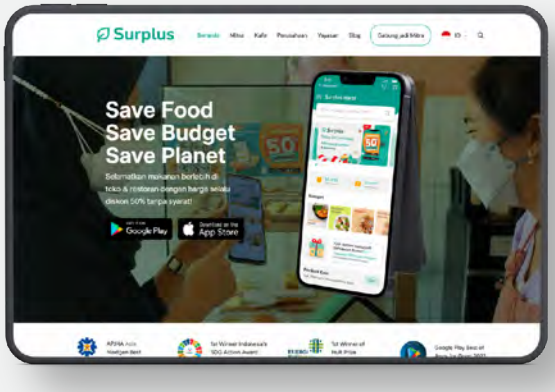
DIBTA TMI | 2023

DIBTA TMI is a leading provider of specialty learning solutions, helping organizations across Asia strengthen workforce capabilities through innovative training and digital learning platforms. As a **Product Owner & Scrum Master**, I led product planning, backlog prioritization, and Agile delivery while collaborating with cross-functional teams to develop user-centric learning solutions. I improved product quality, streamlined development processes, and delivered scalable digital platforms that supported organizational learning and business transformation.



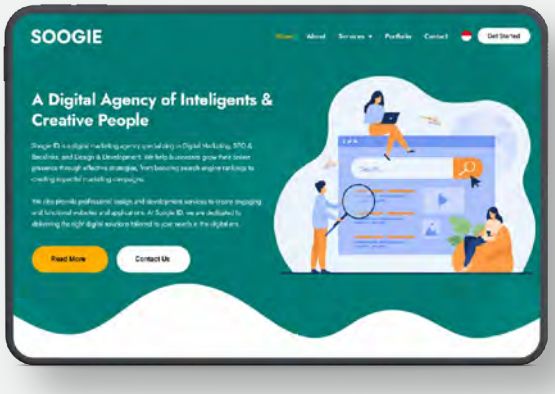
Surplus Indonesia | 2024

Surplus Indonesia is a social impact platform dedicated to reducing food waste by connecting consumers with affordable surplus food from local merchants. As a **Marketing Technology Specialist**, I optimized the digital marketing ecosystem through SEO, marketing automation, analytics, campaign tracking, and CRM solutions. I collaborated with marketing and product teams to implement GA4, Google Tag Manager, and performance dashboards that improved customer acquisition, engagement, conversion, and data-driven decision-making while supporting the company's sustainability mission.



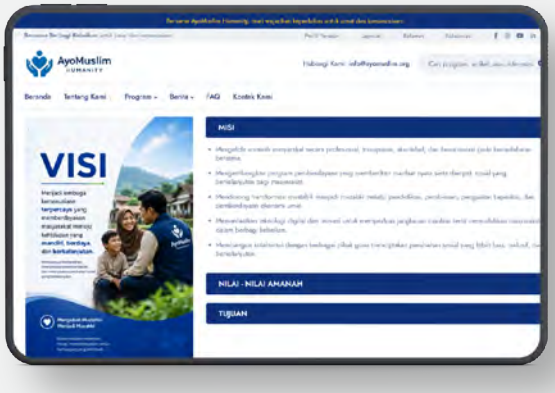
Soogie ID | 2025

Soogie ID is a digital marketing agency specializing in SEO, performance marketing, web development, and AI-powered digital solutions. As **Founder & Digital Marketing Consultant**, I help businesses accelerate digital growth through data-driven marketing strategies, website optimization, and digital transformation. I develop SEO strategies, manage paid advertising, implement analytics and marketing automation, and leverage Generative AI to deliver scalable solutions that drive measurable business growth.



AyoMuslim Humanity | 2026

AyoMuslim Humanity is a nonprofit organization focused on humanitarian aid, education, economic development, and social empowerment. As a **Marketing Technology Specialist**, I optimized the organization's digital marketing ecosystem through SEO, AEO, GEO, paid advertising, analytics, and marketing automation. I collaborated with product and development teams to enhance website performance, user experience, and digital engagement, strengthening online visibility, supporter acquisition, and data-driven growth.



Ganendra Pratama Sakti | 2026

GPS Corp is a leading outsourcing and facility management company providing professional workforce solutions across Indonesia. As a **Web Developer & SEO Specialist**, I developed and optimized the corporate website through responsive web development, technical SEO, performance optimization, and content strategy. I collaborated with marketing teams to improve organic visibility, user experience, and lead generation, delivering scalable digital solutions that strengthened brand presence and business growth.

Exora View Hotel & Suites | 2026

Exora View Hotel & Suites is a modern hotel in Nganjuk, East Java, offering premium accommodations, dining, meeting venues, and hospitality services for business and leisure travelers. As a **Web Developer & SEO Specialist**, I developed and optimized the hotel website through responsive web development, technical SEO, performance optimization, and content strategy. I collaborated with marketing teams to improve user experience, increase organic visibility, and support direct booking growth through scalable digital solutions.