

# RAMA

## SUGIHARTO, S.T.

Digital Marketing Technology

Experienced in Marketing Technology with expertise in SEO, SEM, CRM, marketing automation, and analytics. Skilled in campaign optimization, website performance, and data-driven strategies using Google Analytics, Tag Manager, and WordPress. Proficient in digital tools (SQL, HTML, CSS, Adobe) to enhance engagement and business growth. Passionate about leveraging martech to drive innovation and measurable results.



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## SKILLS

### Web Development Skills:

HTML, CSS, PHP, SQL, CMS WordPress

### Agile Tools:

JIRA, Trello, ClickUp, Notion, Confluence

### Design Tools:

Adobe Photoshop, Adobe Illustrator, Canva

### Document Tools:

Adobe Acrobat Pro, Microsoft Office, Google Docs, Google Sheets

### QA Tools:

Postman, Selenium, Katalon Studio

### Marketing Skills & Tools:

Keyword Research, On-Page SEO, Off-Page SEO, Technical SEO, Yoast SEO, SEMrush, Ahrefs, Meta Ads, Google Ads, Google Analytics, Google Search Console, Google Tag Manager

## EDUCATION

2005 - 2013

Bachelor's Degree in Informatics Engineering, Computer Network, Trisakti University

## LICENSES & CERTIFICATIONS

2025 | Coursera (Atlassian)

Agile with Atlassian Jira

2025 | Coursera (SAP)

SAP Business Analyst

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

### Surplus Indonesia (September 2023 – Current)

#### Marketing Technology (January 2025 - Current)

- Implement and manage marketing technology tools (CRM, SEO, analytics, automation) to optimize campaigns and customer engagement.
- Develop and execute SEO strategies (on-page, off-page, and technical) to drive website visibility and organic traffic growth.
- Set up and manage tracking systems (Google Analytics, Google Tag Manager, Search Console) for accurate attribution and performance reporting.
- Design, launch, and optimize multi-channel digital campaigns (Google Ads, Meta Ads, email, and automation workflows) to maximize ROI.
- Collaborate with marketing and product teams to integrate martech solutions into customer journey and business workflows.
- Identify, test, and adopt innovative digital tools to enhance personalization, lead generation, and retention.
- Provide insights and campaign performance reports to stakeholders, enabling data-driven marketing decisions.

#### Product Owner & Scrum Master (January 2024 – December 2024)

- Defined product vision, roadmap, and prioritized backlog aligned with business needs
- Translated requirements into user stories with clear acceptance criteria
- Collaborated with cross-functional teams to deliver product increments per sprint
- Facilitated Scrum ceremonies and coached teams in Agile best practices
- Acted as servant-leader by removing blockers and ensuring delivery flow
- Monitored Agile metrics and gathered feedback to refine iterations
- Fostered stakeholder alignment, team collaboration, and continuous improvement
- Analyzed metrics and user feedback to optimize product iterations
- Served as servant-leader by eliminating blockers and enabling delivery
- Strengthened stakeholder engagement and team alignment for success

#### Quality Assurance (September 2023 – December 2023)

- Designed and executed manual and automated test cases for web and mobile applications
- Performed functional, regression, and API testing using tools like Postman and Chrome DevTools
- Logged, tracked, and verified bugs using JIRA and collaborated closely with developers to resolve issues
- Ensured product quality by validating UI/UX consistency, performance, and cross-browser compatibility
- Contributed to test planning, risk analysis, and continuous improvement of QA processes
- Developed and maintained reusable test documentation, including test plans and test reports

## WORK EXPERIENCE

### DDTC Indonesia

(January 2017 – September 2023)

#### Product Owner (January 2020 - September 2023)

- Defined and maintained product backlog aligned with business and user needs
- Translated marketing and digital goals into prioritized product requirements
- Oversaw end-to-end software development lifecycle to deliver product features on time
- Identified inefficiencies and worked with teams to streamline development workflows
- Ensured each product increment met acceptance criteria and stakeholder expectations

#### DevOps (January 2019 – December 2019)

- Managed deployment pipelines and CI/CD workflows to automate software releases
- Monitored system performance and uptime to ensure high availability and scalability
- Implemented version control, build automation, and environment management best practices
- Collaborated with developers and QA to streamline integration and delivery processes
- Ensured security, efficiency, and consistency across development, staging, and production environments

#### Social Media | SEO – SEM (January 2018 – December 2018)

- Planned and managed social media content to drive engagement and brand awareness
- Executed SEO strategies including keyword optimization, on-page and technical SEO
- Managed SEM campaigns via Google Ads to increase targeted traffic and conversions
- Analyzed performance metrics (CTR, CPC, bounce rate) to optimize digital campaigns
- Collaborated with design and content teams to align messaging across all platforms

#### Web Developer (January 2017 – December 2017)

- Developed and maintained corporate websites and company portals using WordPress CMS
- Built custom themes and plugins to support SEO, performance, and user experience goals
- Created and managed DDTC's news portal (DDTCNews) with real-time content publishing
- Engineered DDTC Tax Engine using CodeIgniter for document indexing and search features
- Integrated SLiMS-based digital library system to manage academic and tax reference collections
- Designed REST APIs and backend logic to support scalable and modular architecture
- Ensured cross-platform and cross-browser compatibility with responsive web design
- Optimized site performance through caching, lazy loading, and database tuning
- Conducted regular code reviews and deployment to production using Git and staging workflows
- Collaborated with designers, editors, and IT to ensure content, design, and features aligned

### Discovery Hotels & Resorts

(January 2015 - January 2017)

#### Web Developer & Social Media

- Developed corporate websites using WordPress with custom themes and tailored layouts
- Integrated third-party booking engines to enable seamless online reservations
- Customized plugins and built custom functions to support hotel-specific booking flows
- Ensured responsive design, intuitive UI/UX, and compatibility across all devices
- Optimized website speed, SEO structure, and content hierarchy for better visibility
- Managed content updates, media galleries, and promotional banners via WordPress dashboard
- Configured multilingual support and dynamic content for multiple hotel locations
- Collaborated with marketing and sales to align booking features with campaigns
- Implemented analytics tools to track traffic, conversion rates, and booking behaviors
- Provided training and technical support for internal staff managing site content

### Pelican Hotel Solutions

(January 2014 – January 2015)

#### Junior Web Developer & Social Media

- Assisted in developing and maintaining websites for multiple hotel clients using CMS and custom code
- Collaborated with the development team to build responsive, brand-aligned hotel websites
- Integrated third-party and in-house booking engine systems into hotel websites for real-time reservations
- Ensured seamless communication between frontend UI and booking engine APIs
- Participated in testing, debugging, and deployment of booking features across client sites
- Customized hotel-specific booking flows, including room availability, rates, and confirmation logic
- Conducted performance optimization and ensured cross-browser compatibility
- Provided technical support for content updates and booking-related issues post-launch
- Worked closely with clients to implement requests and align digital presence with hotel branding
- Supported social media integration and digital campaigns tied to the booking systems

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## REFERENCES

#### Adi Asriadi | 0815-1099-9444

Mobile Application Marketing Senior Manager, Home Credit Indonesia

#### Donny Riantori | 0819-0890-8398

CTO, Surplus Indonesia

# Portfolio (Web Design & Development)

## Discovery Hotels & Resorts | 2015

**Discovery Hotels & Resorts Management** is an organization composed of seasoned and accomplished hoteliers and tourism experts. It provides management and consultancy services to some of the most prestigious hotels in Indonesia, as well as to exclusive resorts. Discovery Hotels & Resorts offers comprehensive services for both new projects and existing properties.



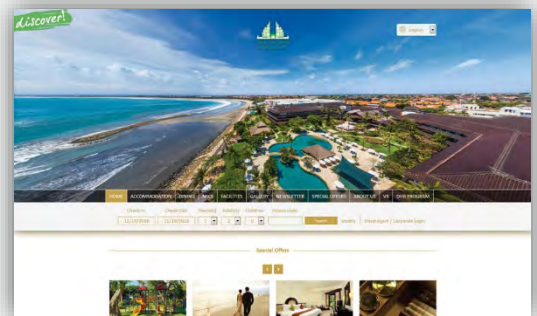
## Hotel Borobudur Jakarta | 2015

**Hotel Borobudur Jakarta** is a five-star diamond hotel located in the heart of Jakarta. It is just a short walk from the Presidential Palace, a quick drive to shopping malls and business districts, and only 35 minutes from Soekarno-Hatta International Airport.



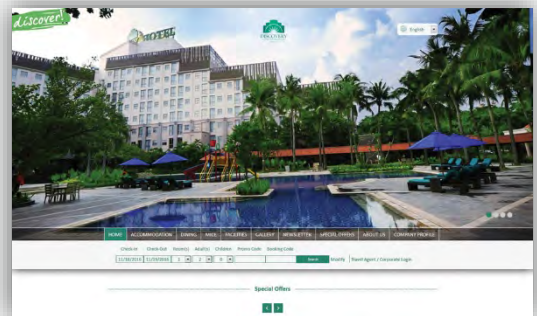
## Discovery Kartika Plaza Hotel | 2015

**The Discovery Kartika Plaza Hotel** boasts a private beachfront location in Kuta, just north of Ngurah Rai International Airport. With 318 modern rooms, suites, and villas, guests can enjoy comfort and experience Balinese hospitality alongside international service standards. The hotel caters to both leisure and business travelers with its 7 restaurants and bars, 9 function spaces, a spa, a fitness center, and a spacious sculptured pool.



## Discovery Hotel & Convention Ancol | 2015

**Uniquely located in the heart of Jakarta Bay's Dreamland**, this hotel provides a convenient base for families, friends, and colleagues, featuring a modern interpretation of stylish contemporary design and elegant furnishings in neutral tones. Immerse yourself in the impeccable surroundings, undeniably welcoming, and be captivated by the many attractions that Ancol Dreamland Park has to offer.



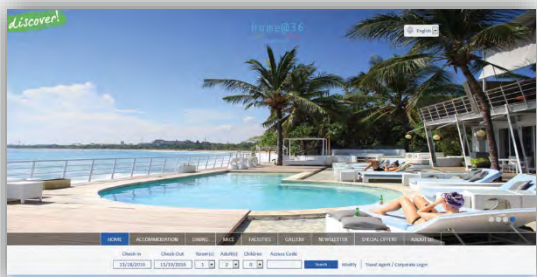
## Palace Hotel Cipanas | 2015

**Adjacent to the Presidential Palace in Cipanas**, in the heart of the beautiful Puncak hills, it is less than a 2-hour drive from Jakarta and 1.5 hours from Bandung. Guests are pampered by the mild climate and enjoy panoramic views of Mount Gede, Mount Pangrango, and Kasur Valley, along with heartwarming service and a wide array of modern facilities.



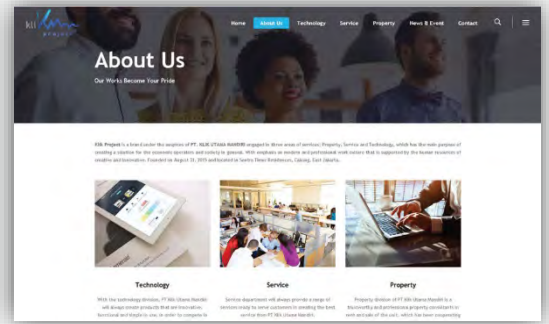
## Home@36 Condotel Bali | 2015

**The charming Home@36 Condotel** is located within walking distance of the beachfront. Housed in a traditional-style building, the venue features 70 rooms. It offers non-smoking rooms, airport shuttles, daily housekeeping, and concierge services.



## PT Klik Utama Mandiri | 2016

**Klik Project** is a brand under PT. KLIK UTAMA MANDIRI, engaged in three areas of service: Property, Service, and Technology. Its main goal is to create solutions for economic operators and society in general. The company emphasizes a modern and professional work culture, supported by human resources that are creative and innovative.



## Klik Property | 2016

**Klik Property** aggregates millions of apartment listings from hundreds of sources across the web into a single map-based interface. Its goal is to significantly reduce the time it takes for renters to find their next home. The Klik Property interface combines next-generation Google Maps-based search, social and mapping technologies, and community insights on neighborhoods to provide a comprehensive view of each property.



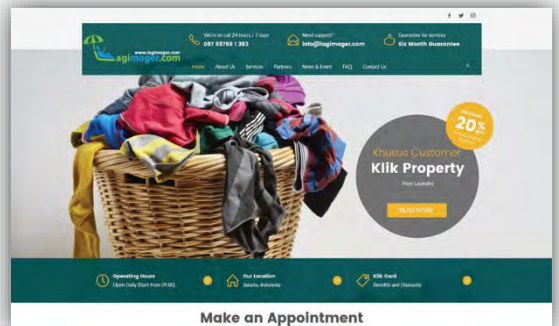
## Bangaroo | 2016

**Bangaroo** is the web's fastest-growing apartment rental marketplace. As renters and landlords ourselves, we understand firsthand the widespread frustrations of renting. Our mission is to reinvent the rental marketplace based on trust and transparency.



## Lagimager.com | 2016

**Lagimager.com** was established to provide janitorial services to the public, particularly in urban areas, with a focus on apartment and office cleaning. Lagimager.com is unique, offering not only cleaning services but also housekeeping and janitorial services, all tailored to meet the high standards of a hotel, adapted to the Lagimager.com standard.



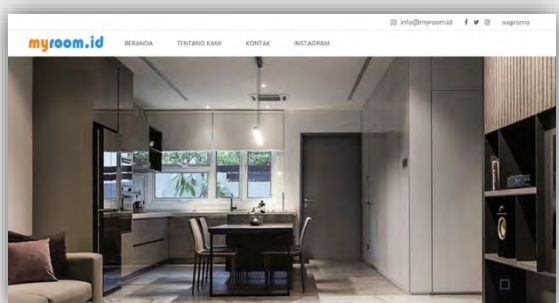
## Kantor Imigrasi Kelas II Karawang | 2016

**The Class I Non-TPI Immigration Office of Karawang** is a technical implementation unit for immigration services, covering the Karawang and Purwakarta districts. Currently, the Karawang Class I Non-TPI Immigration Office has earned the title of a Corruption-Free Area (WBK) and a Clean and Serving Bureaucratic Area (WBBM).



## Myroom.id | 2016

**myroom.id** is a digital platform designed to simplify the process of finding and booking rooms, apartments, and properties across Indonesia. With a user-friendly interface, myroom.id offers a wide range of accommodation options to suit various needs and preferences. Whether you are looking for a temporary stay or a long-term residence, myroom.id provides reliable information and seamless booking experiences.



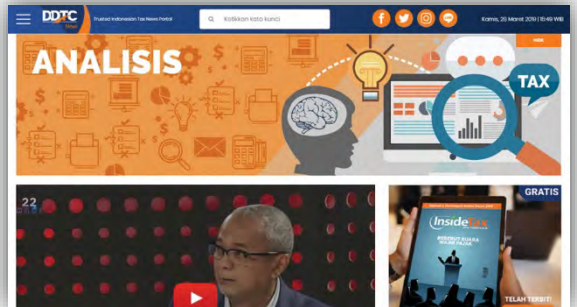
## DDTC Indonesia | 2017

**DDTC** is a research and knowledge-based taxation institution and a center for several high-standard taxation activity units that serve as key references in the field of taxation. We provide high-quality and comprehensive tax services that exceed our clients' expectations. We contribute to initiating tax policy discussions to ensure a balanced transformation of the tax system, benefiting all stakeholders. Additionally, we offer tax education and foster a conducive learning environment.



## DDTCNews | 2017

**DDTCNews** is a taxation news portal aimed at the general public in Indonesia, particularly the Indonesian taxation community. This portal provides news, analysis, and other taxation-related information, professionally managed with a focus on journalistic standards and principles.



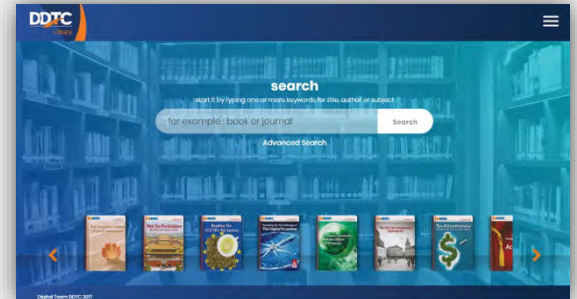
## DDTC Tax Engine | 2017

**Tax Engine** is the only web-based taxation document search application in Indonesia. It is an application that runs directly in your browser, so there is no need to install anything. Tax Engine features an easy-to-use interface, making it convenient for users to study and compare taxation documents.



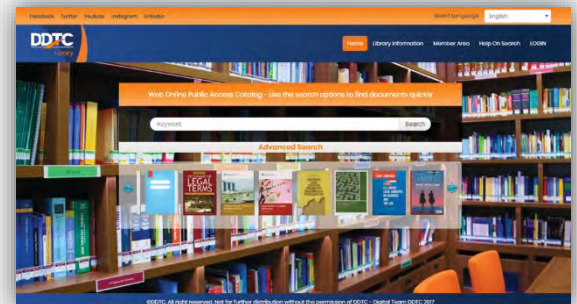
## DDTC Library | 2017

**DDTC Library** has a wide collection of books, ranging from fiction to scientific materials, and from printed materials to digital collections such as CD-ROMs, CDs, VCDs, and DVDs. We also collect daily periodicals such as newspapers and monthly publications like magazines.



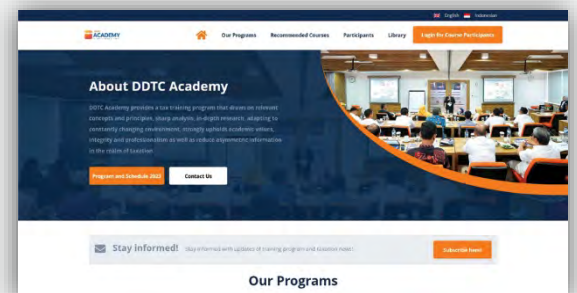
## DDTC Perpustakaan | 2017

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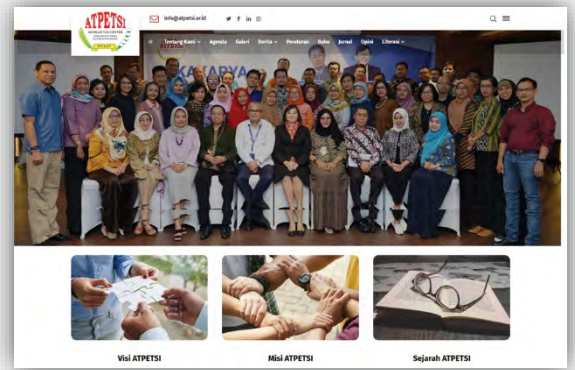
## DDTC Academy | 2020

**DDTC Academy** offers a tax training program that incorporates relevant concepts and principles, sharp analysis, and in-depth research, while adapting to the constantly changing environment. It upholds academic values, integrity, and professionalism, and aims to reduce asymmetric information in the field of taxation.



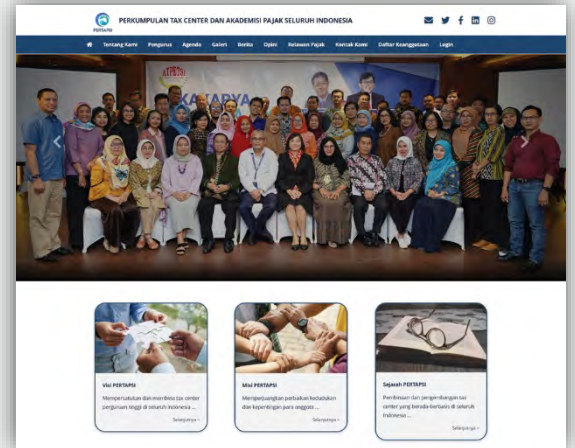
## ATPETS | 2020

**ATPETS**, or the Association of Tax Centers of Higher Education Institutions throughout Indonesia, is an organization that accommodates tax centers in higher education institutions across Indonesia. This organization was established with the aim of developing education and outreach in the field of taxation for students, lecturers, and the general public.



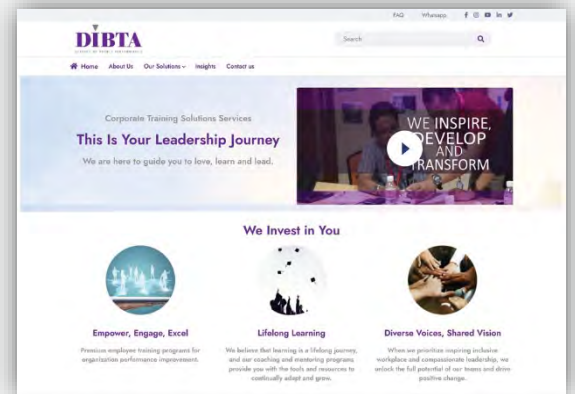
## PERTAPSI | 2022

The **Tax Center and Tax Academics Association of Indonesia** is the only professional organization in the field of outreach, information dissemination, socialization, education, training, and other activities related to taxation for students, lecturers, academic staff at universities, and the general public.



## DIBTA TMI | 2023

**Dibta Group** is a provider of "Specialty Learning Solutions" with over 20 years of experience across Asia. Our R&D/ISD teams throughout Asia have developed unique learning solutions and systems that have transformed many organizations into world-class leaders.



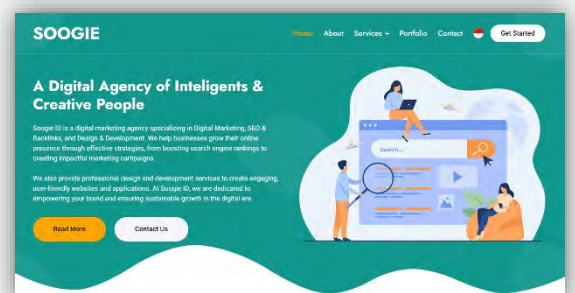
## Surplus Indonesia | 2024

**Surplus Indonesia** is an application aimed at reducing food waste by rescuing surplus food from food stores. The app offers food at a 50% discount without any conditions. Surplus Indonesia has saved more than 100,000 tons of food and prevented economic losses amounting to 2.2 billion rupiahs. It has also reduced CO2 emissions by 3,500 tons and decreased plastic usage by up to 10%.



## Soogie ID | 2025

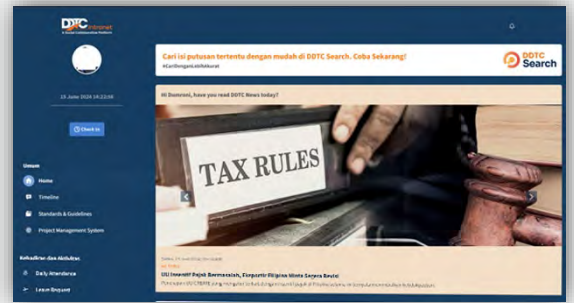
**Soogie ID** is a digital marketing agency specializing in Digital Marketing, SEO & Backlinks, and Design & Development. We help businesses grow their online presence through effective strategies, from boosting search engine rankings to creating impactful marketing campaigns.



## Portfolio (Product)

### DDTC Intranet | 2021

**DDTC Intranet** is an integral part of the network system, playing a crucial role in DDTC's operations. It is used for project management, facilitating collaboration, communication within the company's internal environment, and serving as a central repository.



### Perpajakan.id | 2021

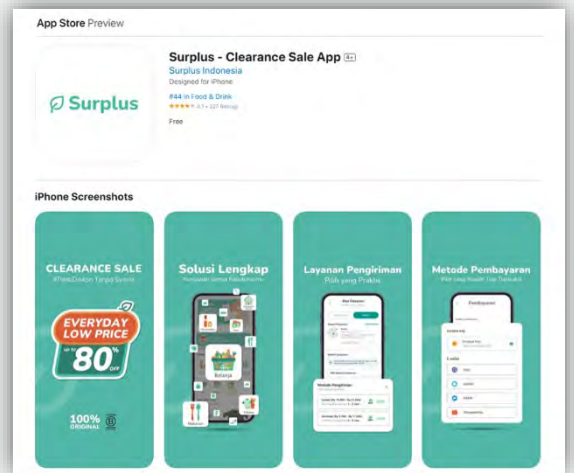
A **web-based tax document search and knowledge center application** in Indonesia, DDTC Taxation is guided by the principle that the availability of documentation is essential for tax-related activities.



### Surplus - Clearance Sale App | 2024

**Surplus Indonesia** is an app designed to reduce food waste by connecting consumers with businesses that have excess food that is still fit for consumption. Through this app, consumers can purchase discounted food from restaurants, cafes, hotels, and SMEs that are partners of Surplus. In addition to helping reduce food waste, Surplus also supports businesses in minimizing losses due to unsold food.

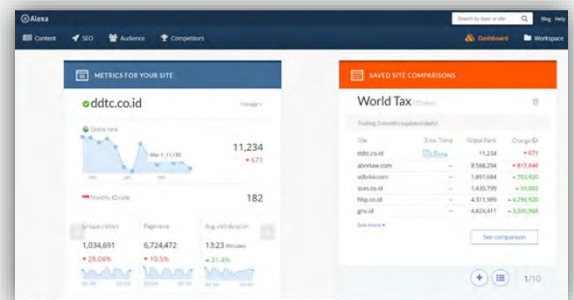
The Surplus app is available for download on the Google Play Store and App Store, allowing users to easily purchase excess food that is still fit for consumption.



## Portfolio (SEO x SEM)

### Alexa Rank ddtc.co.id | 2018 - 2021

**Alexa ranking** is one of the key indicators used to assess the success of marketing campaigns by utilizing website traffic data to rank websites in terms of popularity until 2021. The Alexa ranking is determined by combining estimated website visitor numbers and the number of pages visited by those visitors.



### Pijar Academy ID | 2025

**Pijar Academy** is a learning platform that offers classes with high-quality materials needed by today's industries. They provide various courses designed to enhance professional skills.

