

Aldo Savira Adha Saputra

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PROFILE

A highly motivated economics graduate with experience in e-commerce, digital marketing, and social media strategy. Proven track record in managing online business operations and driving sales growth through data-driven decision making. Transitioned ownership of a successful online business to a partner in July 2025 to focus on building a full-time professional career in international business and digital innovation.

EDUCATION

University of Indonesia, Jakarta

Aug 2021 – Jul 2025

Bachelor of Economics | GPA 3.57 of 4.00

Relevant Coursework: Digital Economy, Entrepreneurship, Advanced International Economics, Industrial Organization, Industrial Economics, Financial Management, Macroeconomics 2, Microeconomics 2, Econometrics of Cross-Sectional and Panel Data, Introduction to Data Science.

WORK EXPERIENCE

Eibe.id – Online Bag Store, Cianjur

Jan 2021 – Jul 2025

Co-Owner & E-Commerce / Digital Marketing Manager

- Managed end-to-end operations of four major e-commerce platforms (Shopee, Lazada, TikTok Shop, Tokopedia), overseeing **30+ SKUs**, streamlining order fulfillment, and maintaining **>97% positive customer rating** across channels.
- Sold over **20K+ products** across e-commerce platforms, showcasing strong market demand and operational excellence.
- Created and executed multi-platform social media strategies to boost brand awareness and conversions.
- Led visual design and video content creation for e-commerce platforms, ensuring cohesive and engaging brand presence.
- Used sales and market data to optimise inventory and reduce stock issues.
- Through strategic initiatives and effective execution, I successfully increased sales turnover by more than **IDR 200 million** per month. This was achieved through digital channel optimisation,

Satukelas, Jakarta

Feb 2025 – Mar 2025

Digital Marketing Intern

- Creating promotional content tailored for social media platforms
- Designing and delivering engaging marketing presentations
- Applied copywriting and SEO to boost content performance.

ORGANIZATIONAL EXPERIENCE

Indonesia Economic Outlook, University of Indonesia

Apr 2022 – Dec 2022

Manager of Visual Design and Documentation.

- Led a creative **team of five (2 deputy managers and 3 staff)** to manage visual design and documentation for organisation-wide initiatives and events.
- Produced **over 50 social media posts**, **10+ Instagram Reels**, and **edited 2+ organisation-wide YouTube videos** to enhance engagement and visibility.
- Oversaw end-to-end content creation for Instagram, X (formerly Twitter), LinkedIn, and LINE, ensuring timely and strategic campaign execution.
- Designed and implemented a refreshed visual identity and template system using Figma, Photoshop, and Premiere Pro, delivering a cohesive brand experience still in use today.

- Collaborated with two Deputy Executive Board Members to manage media and administrative activities both strategically and operationally.
- Managed media content, including event documentation, publications, and information dissemination across multiple platforms.
- Actively involved in visual design and video editing to support the organisation's branding needs.

TRAINING CERTIFICATIONS

Satukelas

Feb 2025

Content Marketing Training Certificate

Satukelas

Mar 2025

Product Knowledge Training Certificate

LANGUAGES AND SKILLS

- **Languages:** Bahasa Indonesia (Native), English (Professional proficiency), Arabic (Basic)
- **Technical & Professional Skills:** Business Analysis, Business Development, Digital Marketing, Entrepreneurship, E-Commerce, Data Analysis, Sales Strategy, Cryptocurrency Insight.
- **Tools & Software:** Canva (Advanced), Adobe Premiere Pro (Advanced), Adobe After Effects (Intermediate), Adobe Photoshop (Intermediate), Figma (Intermediate), Microsoft Excel (Intermediate), Microsoft PowerPoint (Intermediate), Adobe Illustrator (Basic).
- **Strategic Interests:** Digital marketing transformation, data-driven brand strategy, online business scalability, e-commerce innovation, and the intersection of economics and digital technology.