

# ALVON TIMOTIUS

IT, BUSINESS, AND MARKETING ENTHUSIAST

## INFO

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### PHONE

085110328180

### EMAIL

alvon.workmail@gmail.com

## SKILLS

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Marketing

Digital Marketing

Brand Reputation  
Management

Marketing Analytics

Marketing Campaign  
Management

Marketing Strategy

Funnel Optimization

Paid, Owned, Earned Media

Creative Copywriting

Online Ads, SEO, SEM,  
SMM, Email Marketing

Product Marketing

Public Speaking

Business Development

Leadership & Management

IT Project Management

Web Development &  
Programming

## LINKS

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[Personal Website](#)

[LinkedIn Profile](#)

[ALV Marketing Platform  
\(SaaS\)](#)

## PROFILE

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Young professional (currently 23 years old) with more than 5 years of work experience & many incredible achievements.

Experienced in managing my own digital marketing agency company and several times invited to speak at motivation & marketing seminars/workshops. My KPI always achieved on every job, Growth while reducing CAC & marketing budget is my specialty, 100% job acceptance rate (after an interview) since graduated from senior high school until now.

I'm target-oriented, fast learner, honest, growth & positive mindset, entrepreneurial thinking, best in multitasking, really love my field of work, and willing to give more than company expectation.

## EMPLOYMENT HISTORY

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### Senior Marketing Coordinator (Digital & Growth), AECC Global Indonesia

Oct 2018 — Present

#### Responsibilities

- Make innovations, campaigns, and strategies to bring growth for AECC Indonesia
- Do all digital marketing efforts to generate event attendance
- Optimize all digital marketing channels to generate daily leads

#### Achievements

- Built a whole new website, sales system, and CRM platform for AECC Indonesia Team ([www.kuliahdiaustralia.com](http://www.kuliahdiaustralia.com))
- Daily leads generated increases by 300% with the same budget spent

### Group Social Media Manager [Global Level], Swiss-Belhotel International

Oct 2018 — Jan 2019

#### Responsibilities

- Manage a global team of more than 60 people including 1 people from another brand [Zest Hotels] in the same parent company
- Make innovations, planning, campaign, and strategy related to marketing especially in social media
- Conduct and manage social media partnership with several big brands such as Air Asia, Garuda Indonesia, several banks, Sociolla, etc
- Take part in the orientation of the new General Manager for every Swiss-Belhotel International properties worldwide
- Help PR team from every Swiss-Belhotel International properties worldwide
- Work together and help the Marketing Communication & eCommerce team both on Global & Region level

## **Digital Marketing Manager, PT. Dewaweb**

Jul 2018 — Oct 2018

### **Responsibilities**

- Lead & manage a team of 6 people
- Make innovations, planning and strategy related to marketing and business development
- Manage & responsible for marketing budget
- Make sure every team member's work goes well
- Ensure that each team's KPI is achieved
- Execute every digital marketing job [The same responsibilities as when i still a digital marketing specialist] with the help of team members
- Interview prospective new employees
- Work together and help the offline marketing team

### **Achievements**

- KPI achieved, not only me but also my team members
- Successfully repairing deficiencies that occurred during the old leadership
- Reducing the online marketing budget spent

## **Digital Marketing Specialist, PT. Dewaweb**

Dec 2017 — Jun 2018

### **Responsibilities**

- Develop, manage, and execute marketing campaigns
- Develop and maintain landing page using wordpress for marketing campaigns
- Optimize website (speed, security, seo)
- Generate any copywriting needed
- Social Media Marketing: develop and maintain social media (facebook, instagram, twitter, youtube, linkedin)
- Email Marketing: develop and manage email campaigns / newsletter
- Search Engine Optimization: On Page SEO [optimizing content, meta tag, data structure] & Off Page SEO [link building, backlink audit, blog competition]
- Online Advertising (SEM, PPC, etc): make a plan, strategy and online ads execution (google adwords, youtube ads, Facebook / instagram ads, linkedin ads, twitter ads, and many other advertising platforms)
- Content Marketing: review and edit articles that are created by content writer
- Work together and help the offline marketing team

### **Achievements**

- KPI always achieved
- Made some new marketing innovations
- Reduced ads cost by more than 50% through ads optimization

## **Managing Director, ALV Corp**

May 2017 — Dec 2017

### **Responsibilities**

- Manage my own corporation, office, and employees
- Create business & marketing strategies for business development
- Make subsidiaries for business development

### **Achievements**

- Registered Corporation in Delaware, USA [Company Number: 6405629]
- Made subsidiaries such as ALV Finance [Cryptocurrency Bank & Investment Management], ALV Retail [Retail Store], ALV Club [eLearning]

## **Founder & CEO, ALV Media Ltd**

May 2017 — Dec 2017

### **Responsibilities**

- Manage my own company, office and employees
- Create strategy for business development

### **Achievements**

- Registered 'Digital Marketing Agency' Company in London, UK [Company Number: [10716969](#)]
- Trusted by big companies such as PT XL Axiata Tbk, Blanja.com, Humana International, PT HAWK Teknologi Solusi, and many more
- Interviewed by many international organization such as Tagtoo Taiwan, Lecturer from Sweden, and many more
- Making own seminars and also invited to speak on digital marketing seminars.

## **Business Owner, ALV Store**

Nov 2015 — Apr 2017

### **Responsibilities**

- Manage my own business
- Create new product innovations for business development

### **Achievements**

- Created marketing tools (SaaS) that go viral on the market
- Succeed in marketing techniques & got more than 1000 orders every day
- Help thousands of online stores to succeed online

## **Web Programmer & WordPress Developer, Kreacio Media Ltd**

May 2015 — Oct 2015

### **Responsibilities**

- Create a website for customers
- Implement design from web designer to wordpress templates through hard-code [HTML, CSS, PHP, JavaScript, WordPress Codex]
- Create custom codes related to site features as needed

### **Achievements**

- The work is always on time

## **EDUCATION**

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### **Bachelor of Computer Science - Corporate Information System, Bina Nusantara University (Binus)**

2018 — 2021

Currently on 5th Semester (Executive/Online Program)

### **Bachelor of Computer Science - Information System, Esa Unggul University**

2016 — 2017

Latest GPA (before moving to Binus University): 3.75 / 4.00