

Agung Budi Prakasa

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Jember, East Java, Indonesia

OPERATIONS DIGITAL MARKETING MANAGER

Results-driven Operations & Digital Marketing Manager with over four years of experience leading cross-functional teams, managing high-impact campaigns, and optimizing content strategy for livestream, short video, and affiliate marketing. Proven track record in data-driven decision-making, market analysis, and advertising ROI optimization. Adept at translating analytics into actionable marketing strategies that drive engagement, retention, and sales growth.

KEY COMPETENCIES

Operations & Project Management	Content Production Leadership	Strong interpersonal skills
Digital Marketing Strategy	Advertising Optimization	Proactive and self-motivated
Data & Market Analytics	Team Leadership	Exceptional organisational skills

PROFESSIONAL EXPERIENCE

Pongo Technology Indonesia **Sep 2023 - Present**
Operations Manager

- Lead a 20+ member team across livestream, social media, content creation, and affiliate marketing operations
- Manage resource allocation, budgeting, and strategic planning for multiple client projects
- Implement KPI dashboards to track audience engagement, retention, and ROI across campaigns
- Increased advertising ROI by optimizing budget allocation between short videos and livestream content
- Serve as liaison between management, finance, and creative teams to ensure seamless project execution

Pongo Technology Indonesia **Jul 2022 - Aug 2023**
Market Data Analyst

- Conducted market, product, trend, SEO, and competitor analysis to inform campaign strategy
- Created pitch decks and presentations for client proposals and internal approvals
- Developed training briefs for livestream and sales talent to improve on-camera performance
- Produced performance reports analyzing impressions, engagement, and sales metrics

Pongo Technology Indonesia **Dec 2021 - Jul 2022**
Project Manager

- Oversaw TSP project execution, ensuring KPIs were met on time and within budget
- Managed quality control for livestream content and talent performance
- Delivered product performance analysis and recommendations for sales optimization

EDUCATION & CERTIFICATIONS

Bachelor of Sociology
Majors: Social Development
Brawijaya University

The Fundamentals of Digital Marketing
Google
Issued Mar, 2023

Foundations of Digital Marketing and E-commerce
Google
Issued Jun, 2023

Foundations of Project Management

Google
Issued Dec, 2023

Project Initiation: Starting a Successful Project
Google
Issued Jan, 2024