

Teuku Muhammad Rafli Rashadifa

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PROFILE

Informatics Engineering graduate with hands-on experience in digital marketing, e-commerce, marketplace management, content creation, and customer service. Experienced in managing product listings on Shopee and Tokopedia, creating promotional content, editing product visuals, handling customer orders, and monitoring sales performance. Familiar with Facebook Ads, Google Ads, Canva, and CapCut. A detail oriented, adaptable, and fast-learning individual with a strong interest in digital marketing and e-commerce.

EDUCATION

STT Terpadu Nurul Fikri

Bachelor of Informatics Engineering
Cumulative GPA: 3.59/4.0

Depok, Indonesia
Feb 2022 – Aug 2026

WORK EXPERIENCE

PT Kinawa Argo International

Marketplace & E-Commerce

North Jakarta, Indonesia
2023 - 2024

- Managed product listings on Shopee and Tokopedia, including product information, pricing, descriptions, specifications, and images.
- Maintained and organized dozens to hundreds of product listings to ensure accurate and consistent catalog information.
- Managed marketplace promotional features such as vouchers and free shipping.
- Monitored sales performance and reviewed marketplace data to identify product and sales trends.
- Created social media feeds, Reels, and short-form video content for product promotion.
- Used TikTok content and FYP exposure to support product promotion and contribute to increased sales.
- Gained practical familiarity with Facebook Ads and Google Ads.

Total Buah Kalimalang

Online Customer Service

East Jakarta, Indonesia
2021 - 2022

- Handled approximately 25 customer orders per day through WhatsApp and assisted customers with product and order inquiries.
- Managed customer communication regarding product availability, orders, delivery, and related issues.
- Coordinated deliveries using services including Lalamove and GoSend.
- Compared delivery options based on cost and customer requirements.
- Created and edited promotional banners for discount campaigns and online sales activities.

SKILL

- Digital Marketing: Social Media Marketing, Content Creation, Copywriting, Digital Promotion, Facebook Ads, Google Ads
- E-Commerce: Shopee, Tokopedia, Product Listing, Catalog Management, Marketplace Administration, Voucher & Free Shipping
- Creative: Canva, CapCut, Product Photo Editing, Social Media Feed, Reels, Short-form Video
- Data & Productivity: Microsoft Excel, Google Sheets, Sales Analysis, Data Management
- Languages: Indonesian (Native), English (Intermediate)