



MUHAMMAD FADHLILLAH RASYID

PERFORMANCE MARKETING

WEB PROGRAMMER

ABOUT ME

I am an experienced Performance Marketer and Web Programmer, expert in optimizing digital campaigns for maximum results and developing efficient websites. Focusing on advertising and programming strategies for business growth.

WORK EXPERIENCE

QUBICBALL DIGITAL AGENCY

DIGITAL MARKETING HEAD 2023 - 2025

Lead digital marketing strategies, manage online advertising campaigns, analyze performance data, and optimize marketing budgets. Work closely with creative and technical teams to increase brand visibility and achieve sustainable business growth targets.

OUZEN ANUGERAH INDONESIA

DIGITAL ADVERTISER LEAD 2018 - 2023

Lead the team in planning and executing digital advertising, optimizing campaigns for maximum results, analyzing performance data, and coordinating with the creative team to ensure advertising strategies are aligned with business objectives and target audiences.

MARISI ABADI SEJAHTERA

ADMIN WAREHOUSE 2016 - 2018

Manage warehouse administration, record incoming and outgoing goods, ensure stock is in accordance with data, create inventory reports, and work with the sales team to maintain smooth sales and availability of goods in the warehouse.

CONTACT

- ➔ mfadhlillahrasyid@outlook.com
- ➔ +62 812 6077 9669
- ➔ mfrservice.site
- ➔ Medan, North Sumatera, Ind

EDUCATION

Potensi Utama University

Computer Science, 2016 - 2019

SKILL

✓ ANALYSIS & MARKETING

- ➔ Meta Ads Manager
- ➔ Tiktok Ads Creator
- ➔ Google SEM | SEO
- ➔ Analytics, Tag Manager, GSC

✓ WEB DEVELOPMENT

- ➔ HTML, CSS, Javascript, PHP
- ➔ Wordpress Platfrom
- ➔ NextJS Framework
- ➔ Laravel Framework

✓ CONTENT CREATION

- ➔ Adobe Photoshop
- ➔ Adobe Premier Pro