IWAN KURNIAWAN

CONTENT CREATOR & DIGITAL MARKETER

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Portfolio: bit.ly/Iwan-Portfolio | **Social Media Channel**: @belajarcarabelajar | **LinkedIn**: Iwan Kurniawan

Passionate **content creator and digital marketer** with **four years** of extensive experience in developing educational content. Expert in optimizing **social media content** to enhance learning skills & experiences for approximately **500,000+** students across Instagram, TikTok, and Threads. Proficient in digital marketing & AI Automation, focusing on **social media strategy, advertising, copywriting, and prompt engineering.**

PROFESSIONAL EXPERIENCES

Content Creator and Digital Marketer @belajarcarabelajar — February 2021 - Present

- Led strategic content & digital marketer initiatives on **Instagram, Threads, and TikTok**
- Enhanced brand awareness with **302K+ followers** on Instagram, **130K+ on TikTok** (grown in under 3 years), and **40K+ on Threads** (within 2 years), reaching **10M+ monthly views** across platforms.
- Get **100k+ Followers < 1 week** (Instagram)**, 54k+ < 1 month** (TikTok), **10k+ < 3 days** (Threads)
- Increased sales by over **40% in 2024** and secured **600+ paid course** memberships through independently managed social media campaigns, supported by a monthly digital ad budget of **±IDR 2–5 million.**
- Collaborated with **18+ local & international brands** as a **KOL/influencer** to execute **high-ROI** campaigns.

Blog & SEO Writer for Educational Content belajarcarabelajar.com — June 2023 - Present

- Devised and managed **SEO-optimized blog** and **website content** equipped with Facebook Pixel tracking.
- Achieved **138K+** search impressions & **9.5K+ organic clicks** in **3 months** (CTR: **6.9%**, Avg. position: **11.2**).
- Consistently attracted **high-intent traffic** and **improved visibility** across educational keywords.
- Attracted **15K+ users (14K new)** in **3 months**, with **1m 30s** average engagement time.

Social Media Specialist & AI Automation Intern — January - April 2025
PT Akademi Pembelajar Produktif — Bandung, Indonesia

- Implemented AI-driven content workflows to boost **efficiency** and **increase productivity.**
- Built an end-to-end generative-AI workflow with **custom GPTs** that cut average content-production time from **133 min to 53 min (-60%)** while raising monthly output from **12 to 30 content (+150%)**.
- Achieved **90-93%** savings in content creation costs, **83%** reduction in social media admin costs, and over **96%** reduction in customer service costs by integrating AI tools **(ChatGPT, Clepher, and BalasChat)**
- Delivered monthly **KPI dashboards—reach, engagement, follower growth**—using AI-assisted data extraction and visualization using **ChatGPT 4o + Python,** enabling quicker **optimisation cycles**.
- Automated key content creation tasks using generative AI—such as **ideation, drafting, caption writing, and basic visual design.** This automation has the **Low Effort – Medium Impact** quadrant level.
- Recognized as **Best Intern of the Month (Jan 2025)** among **25+ interns** across **six departments.**

EDUCATION & SCHOLARSHIP

Universitas Indonesia - GPA: 3.91 (Summa Cumlaude Predicate) — August 2022 - 2025

- Diploma in **Advertising Creative** (D-3) "A.Md.I.Kom" | Depok, Jawa Barat | Expected Graduate: August 2025
- Specialization in **Copywriting, Content Writing, Digital Marketing, and Advertising.**
- **Machine Learning** Cohort in Bangkit Academy - **MSIB** Kampus Merdeka Program Batch 6 (2024)
- **Digital Marketing with AI** Cohort in B-onecorp - **MSIB** Kampus Merdeka Program Batch 7 (2024)
- **Awardee JABAR Future Leader Scholarship (2022 - 2024)** - Receive accelerated access category scholarships three times over 3 years, with a funding of 8 million per year from West Java Goverment.

SOFT SKILL - HARD SKILL

- ***Analytical Thinking*** - SEO/SEM, Google Analytic, E-commerce, and Meta Marketing Analytics
- **Resilience, flexibility and agility** - Machine Learning, Prompt Engineering, and AI Automation
- **Leadership and Social Influence** - Influencer Marketing, KOL, and Project Management
- **Creative Thinking -** Content Creation, Copywriting, UI Designer, and Digital Marketing
- **Problem-Solving** - Meta Social Media Marketing and Digital Advertising (Ads Manager)
- ***Persuasiveness*** - Sales Operations, Customer Relation Management, and Career Coach and Navigator
- ***Time Management & Teamwork Collaboration*** - Adaptive Learning, Teaching, and Community Project

CERTIFICATION

- Meta Certified **Digital Marketing** Associate - Meta Blueprint Program by Meta (2021)
- Meta **Social Media Marketing** Professional Certification - Coursera (2021)
- Google **Digital Marketing & E-commerce** Professional Certificate - Coursera (2023)
- **Google Analytic** Professional Certification - Coursera (2023)
- Meta **Marketing Analytics** Professional Certification - Coursera (2024)
- **Salesforce Sales Operations** Professional Certificate by Salesforce & Pathstream in Coursera (2023)
- Google **Project Management** Professional Certificate - Coursera (2024)
- **Machine Learning** Specialization by Stanford University & DeepLearning.AI - Coursera (2024)
- **Prompt Engineering** Specialization by Vanderbilt University - Coursera (2024)
- Goodwill® **Career Coach and Navigator** Specialization by Goodwill Industries International (2024)
- **Gemini Certified Educator** by Google valid through September 2028

HONORS & AWARDS

1st Place on Global Leaderboard – Learn Earth: Adaptive Learning — October 2025

- Achieved **Rank #1** out of **10,000+ global users** with **66,024 points** for consistent top performance in personalized learning, interactive practice, and knowledge mastery across multidisciplinary topics.

Youth Pioneer in Education — June 2021

- Awarded **third place** as a pioneering youth in Bandung Regency, West Java | The winner of the **Education category** about learning acceleration project through **@belajarcarabelajar** platform.

UPG Sustainability Leaders — April 2021

- Selected from **4200+ applicants** included in one of **500+ people** worldwide and Certified as **UPG Sustainability Leader International** level offered by **United People Global** (Geneva, Switzerland).
- Encouraging students by contributing to **SDG number 4, "Quality of education"** with "Meta-Learning"

ORGANIZATION & PROJECTS

BCB Study Community — January 2022 - Present

- Founder of BCB Community Indonesia with **2,156+ community members** (2025).
- Responsible for leading more than **30+ sub-communities** across majors in Indonesia

BCB School of Freedom — August 2025 - Present

- Founded a free open-access educational platform providing curated quality curriculum materials
- Built collaborative learning system, enabling self-directed learning accessible to anyone and anywhere.

LANGUAGE PROFICIENCY

- **English - Intermediate Level |** Successfully completed 'Speaking Intensive 1' (A1) class with an Excellent Grade by **Desalnggris.com** — **January 2021**