GADING UTAMA

089653484274 | rgadingutama@gmail.com | https://gadingutama.dev
Sidoarjo, Indonesia, 61256

Creative Marketer & Problem Solver with 2+ years of professional experience across creative marketing, digital design, and technology. Combines creative thinking, technology, and AI to develop campaigns, solve workflow problems, and build internal web-apps that improve business operations.

Pengalaman Kerja

PT Ferrano Properti Persada (Xavier Marks Tjandra Patos) - **Surabaya** May 2026 - Sekarang

Creative Marketing & Digital Solutions

- Developed creative concepts for office campaigns, programs, games, and events, contributing from brainstorming through execution.
- Developed daily content pillars and designed creative assets across social media, digital campaigns, print, promotional, and internal office needs.
- Initiated and managed Meta Ads campaigns with an IDR 20M budget, contributing to 3 property closings and IDR 118M in gross commission.
- Built and designed 10+ internal web-apps to improve workflows across admin, agents, and marketing, including tools for listings, reporting, and campaign gamification.
- Awarded Best Sales Support of the Year within 7 months of joining; also served as an AI speaker, introducing property agents to generative AI for image and video content.

Kosan Bu Endang - **Surabaya** Jul 2024 - Sekarang

Owner & Marketing Lead

- Led renovation, interior improvement, and social media marketing, achieving 100% room occupancy within 2 weeks.
- Built a custom web-app for rent collection, income and expense tracking, and administrative workflows.
- Managed resident relations and daily operations, resolving tenant issues and handling day-to-day challenges.

PT Adma Digital Solusi (ADS Digital Partner) - **Surabaya** Feb 2024 - Jun 2024

UI/UX Designer MSIB 6th

- Selected as 1 of 45 participants from approximately 4,500 applicants for the MSIB Batch 6 program.
- Led product research and brainstorming, and contributed to high-fidelity UI/UX design for Helptix and Carbonova.

Geektuku, akkc.id, Diskonlicious, and Retive Sep 2017 - Apr 2024

Creative Founder

- Built and managed digital brands across branding, creative design, digital marketing, and e-commerce, earning 500+ positive customer reviews across Shopee and Tokopedia.

PT Peduly Gotong Royong (Peduly.com) - **Surabaya** Feb 2023 - May 2023

Graphic Designer Intern

- Created social media content that achieved 400K+ views, 30K+ likes, and 150K+ Instagram Reels views.

Jenjang Pendidikan

State University of Surabaya - **Surabaya, Indonesia** Aug 2020 - Aug 2024

Bachelor of Information Systems, 3.81/4.00

UI/UX Design Track MSIB Startup Campus Oct 2023 - Dec 2023

Certificate

- Top 5 of 199 participants, Average Score 94.02.
- Advanced to the top 10 finalists on Showcase Day.

Informasi Tambahan

- **Core Skills**: Generative AI · Creative Marketing · Campaign Development · Graphic Design · Digital Marketing · Meta Ads · UI/UX Design · Web-App Development.
- **Language Skills**: Indonesian & English.