



I WAYAN RAKA OKA DIRAKA

DIGITAL MARKETER & ANALYST

ABOUT ME.

Hi, I'm Raka. I start immersing myself in the world of digital marketing since 2012. My passion lies in the measurement efforts of what we do in digital marketing. This includes setup, tracking, and optimizing performance metrics as well as conversion rates.

It's quite exciting to play with data and experiment, we know if what anything that we do works well – or not; at least we find something to improve along the way.

CONTACT ME.

✉ Primary Email Address:
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rakaokadiraka@gmail.com

☎ Phone/WhatsApp:
+62 8579 2001 556

🌐 Website:
<https://diraka.id/>

📱 Social Media:
Raka Oka Diraka

📍 Address:
Denpasar, Bali

EXPERIENCE.

- Mar – July 2021
Search Agency
Lead Performance Marketing Consultant
- May 2020 – Feb 2021
Medi Groups
Chief Marketing Officer (Head of Marketing)
- Jun 2018 – Mar 2020
Island Media Management
Digital Services Manager
- Mar 2012 – Apr 2018
Pixie Digital
Digital Marketing and Analyst

EDUCATION.

Udayana University | 2010 – 2014
Faculty of Social and Political Sciences
Bachelor Degree: S.IP

COMMUNITY.

- Mar 2020 – Present
Kementerian Perindustrian (BDI Denpasar)
Startup Incubation Mentor & Facilitator
- Sept 2019 – Present
Digital Marketing Indonesia Association
General Secretary Chapter Bali
- Jun 2019 – Present
Temu Ilmu
Facilitator / Trainer
- Jan 2018 – Present
Google Gapura Digital Class
Facilitator / Trainer

FREELANCE.

- Feb 2021 – Present
Business Assist (Australia)
SEM Specialist
- May 2021 – Present
Hilight Bali
Digital Strategist

CERTIFICATION.



Djarum Beasiswa Plus



Google Analytics (SkillShop)
Individual, Advanced, Power User



Google Ads (SkillShop)
Fundamental, Display, Mobile, Search
Digital Sales, Measurement



HubSpot (HubSpot Academy)
Content Marketing, Inbound



Gapura Digital (Google)
Certified Trainer



Udemy (Udemy)
Digital Marketing



Bing Ads (Microsoft Advertising)
Accredited Professional



Yandex Ads (Yandex Edu)
Yandex.Direct Specialist Certification



Digital Marketing (digitalmarketer.com)
Optimization and Testing Specialist,
Customer Acquisition Specialist,
Search Marketing Specialist,
Social Media Specialist



Digital Analytics (DAA)
Certified Web Analyst

LANGUAGE PROFICIENCY.



Bahasa Indonesia
Level: Native
Able to Speak, Write and Read



English
Level: Advanced
Able to Speak, Write and Read

CONTRIBUTION.

Digital Marketing Speakers/Trainer

Cloudbeds Event – 2015
The Gade Event – 2018
Colony Coworking Event – 2018
Universitas Udayana – 2018
Bali Wedding Association – 2018
Natural Nusantara Event – 2019
STD Bali – Guest Lecturer – 2019
Triyana Group – 2019
Sthala Ubud Digital Bootcamp – 2019
Hospitality Week – 2019
JCI Chapter Bali – 2020
Jimbaran Hub – 2020
IDB Bali – Guest Lecturer – 2020
DiLO Event – 2020
BTW Event – 2020
Startup Weekend Covid-19 Edition – 2020
Disharing Event – 2021
Kembali Hub Events – 2021
Moka Learning Hub – 2021
Indonesia Cakap Digital – 2021

YouTube Content/Podcast



YouTube
WHAT'S YOUR ROI
Topic: Performance Marketing



YouTube
LIMIT-BREAK
Topic: Digital Marketing, Startup



Podcast
DIGITAL-PRIMITIF
Topic: Digital Marketing, Startup

TOOLS FAMILIARITY.



Microsoft Office

Word, Excel, PowerPoint, Outlook, Teams



Google Products

Analytics, Ads, Trends, Mail, Market Finder, Keyword Planner, Tag Manager, Search Console, Data Studio, Optimize, Office Series, Play Console, Google My Business, Google Merchant Center



Supporting Tools

Bing Ads, Yandex Ads, LinkedIn Ads, Yahoo Ads, Microsoft Clarity, Yandex Metrika, Tokopedia Merchant Centre, Shopee Seller Center, Discord, OTA Extranet, Property Management System



Website Tools

WordPress, Shopify, Squarespace, Wix, Google Sites, Blogger, Divi Builder, WebCEO, Screaming Frog, Moz, SEMRush, HubSpot, Ahrefs, SERanking, Mailchimp, Majestic, Bing Webmaster Tools



Creative Tools

Photoshop, Illustrator, Lightroom, Premiere, After Effects, MAGIX Vegas, Canva



Productivity Tools

ClickUp, Asana, Trello, Basecamp, Evernote, Everhour, Notion, Slack



Social Media Tools

Facebook Business Suite Loomly, Hootsuite, Later, Twitter, Instagram, TikTok, Anchor, YouTube Studio, Discord

PERSONALITY TRAITS.



Observant

Good at noticing things, especially in Data / Report.



Intuitive

Able to perceive directly with intuition, sometimes.



Leadership

Skill-based managerial style on team.



INTJ-A – Personality

That's what the test result says.



Problem Solver

Natural-born problem solver.

PERSONAL ACHIEVEMENTS.



"The Road Less Traveled"

Explored 11 countries without companions.



"Come, but not Gone"

Never leave the job given unfinished.



"A Time to Every Purpose"

Total of 10 years experience in digital.



"New Winds, Old Friends"

Participate in more than 80 events/projects.



"Emissary of the Dawn"

More than 4 years experience on Manager Level.