

# Muhammad Galang Saputra

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## Objective

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Fresh graduate in Communication Science with a strong background in research and data analysis as well as practical experience in digital marketing and web development. Experienced as a Research Assistant in quantitative communication studies and involved in projects ranging from SEO optimization and brand management to building company profile websites (WordPress & Next.js). Skilled in data-driven communication, content strategy, and technical implementation, with the ability to bridge insights from research into effective digital solutions.

## Organization Experience

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### Lembaga Kegiatan Islam FISIP UNS 2021 – 2022

- Prepare and implement work programs in the Development Sector
- Coordinated weekly meetings to align cross-sector initiatives and ensure program delivery
- Presented at routine study events, improving public speaking and presentation skills.
- Served as Chairperson of Fraksi 2021, managing team collaboration and decision-making.

### Himpunan Mahasiswa Ilmu Komunikasi FISIP UNS 2022

- Member of Research & Development Department, supporting academic and organizational initiatives.
- Created content related to communication science and organized group discussions on current issues.
- Collected and analyzed academic resources (journals, books) to strengthen organizational programs.
- Initiated and facilitated a Focus Group Discussion (FGD) on current communication issues, engaging students in critical discussions and knowledge sharing.

### Komunitas Mahasiswa Muslim Unggul Indonesia 2023 - Now

- Organized large-scale national events including *Kajian Ustad Handy Bonny 2023* and *National Seminar KAMMUI X IABIE 2024*.
- Acted as speaker in *KAMMUI BERBAGI*, mentoring scholarship candidates from rural areas.
- Coordinated weekly meetings and participated in company visit programs to strengthen networking.
- Developed leadership, event management, and public communication skills through active involvement.

## Education

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### Universitas Sebelas Maret – Surakarta, Indonesia August 2020 – July 2024

Bachelor Degree of Social and Political Sciences; Communication Studies.

GPA: 3.79/4.0

## Job Experience

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### Management Team Staff – Mitra Wirausaha

September – November 2023

- Developed multiple company profile websites for clients, ensuring functionality and responsive design.
- Prepared presentation materials to support client pitching and business development.
- Assisted in managing administrative data for project documentation and reporting.
- Participated in the company's CSR programs, contributing to community engagement initiatives.

### Research Assistant – Universitas Sebelas Maret

August 2024

- Conducted interviews, coded and cleaned data, and performed data entry for the research project *"Awareness, Perception, and Voting Intention of Solo Mayoral Candidates 2024"*.
- Supported data analysis and contributed to final research reporting, ensuring accuracy and validity of findings

### Teaching Assistant – Universitas Sebelas Maret

November – December 2024

- Assisted lecturers in delivering the course *"Quantitative Methods in Communication Research"*.
- Prepared teaching materials, guided students in research exercises, and supported classroom discussions.
- Contributed to research activities related to the course.

### Digital Marketing Staff - Alwustho Technology

Maret – June 2025

- Ran Meta Ads campaigns to increase brand visibility and generate leads, optimizing ad performance to achieve higher CTR and conversion rates.
- Monitored campaign performance and adjusted targeting, budget, and creatives based on data insights.
- Acted as first-line customer service by responding to inquiries generated from ads through WhatsApp and social media.
- Assisted prospects in understanding products/services, maintaining a professional and customer-oriented approach.

## Project Experience

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### Brand Management Project – Batik Kenanga | 2022

- Developed a company profile website for Batik Kenanga using WordPress, focusing on responsive design and user-friendly navigation.
- Implemented SEO strategies (on-page optimization, keyword research, and content structuring) to improve visibility on search engines.
- Collaborated with team members on brand positioning, while specifically handling the digital presence aspect.
- Contributed to increased online discoverability and stronger digital branding for Batik Kenanga.

### Website Development & Maintenance – PT Bintang Jaya Permana | 2022

- Built a responsive company profile website using WordPress to strengthen the company's digital presence.
- Handled routine maintenance including updates, performance checks, and troubleshooting.
- Ensured website stability and usability for both desktop and mobile users

## **Company Profile Website – PT Arteri Global Trandings | 2025**

- Developed a modern company profile website using Next.js, TypeScript, and Tailwind CSS.
- Implemented responsive design with focus on performance and user experience.
- Deployed website to production and ensured smooth functionality across devices.
- Contributed to the company’s professional digital presence with scalable web technology

## **Training**

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### **Solopos Journalism Competency Test**

**November 2022**

Learning about journalism, news writing, journalistic code of ethics, reporting, press releases

### **HubSpot Academy SEO Specialist**

**September 2024**

Learning about SEO (Search Engine Optimization) basics

**DataCamp – SQL Fundamentals** (*In Progress, Expected Completion: September 2025*)

## **Skills & abilities**

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### **Soft Skills**

Communication skills, interpersonal skills, problem-solving, strategic planning, teamwork, adaptability.

### **Hard Skills**

Articles writing, Microsoft Office, Analysis Tools, Operating System (Windows and Linux), Graphic Design (Corel Draw & Canva), Website Development (WordPress), React.js & Next.js (Fundamentals, applied in small projects)