

Muhammad Galang Saputra

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Objective

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

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 XI ABIE 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

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

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

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

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

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)